

# OFFERS AND ORDERS

*THE MIGRATION JOURNEY AND ITS IMPLICATIONS*

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SVP Core Services (Order Management System)

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These slides are the intellectual property of BCD

**"Offers are where  
value is created,  
Orders are where that  
value is realized and  
fulfilled."**





# Why offers matter



## Real-Time

Personalized proposals



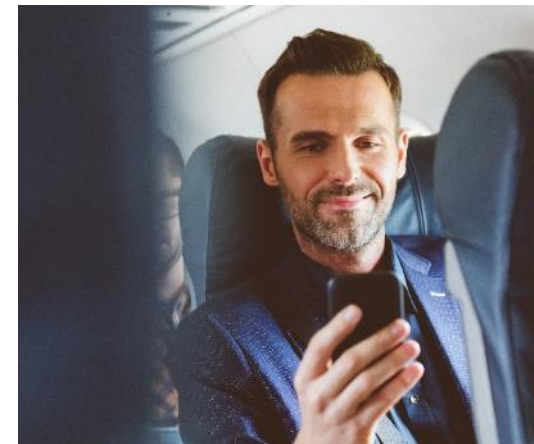
## Tailored

Customer context



## Dynamic

Flexibility not limited by fare filing schedules



## Enablement

From Intent to Fulfilment (orders)



**Transformation of transactional records into dynamic, action-ready entities that can autonomously influence their state and status through policy and rules driven logic**

**Order Management System**

BCD Travel



# What's the value?

What's the meaning of Orders for BCD Travel?

- Orders act as a **unified digital record** for all travel elements.
- Combines PNR + E-Ticket + EMD + Other content (not just air) into **one streamlined object**.
- **Reduces** complexity and reconciliation **errors**.
- **Enhances** customer **experience** (one reference).
- Aligns with NDC and **retailing goals**.



# From tickets to Orders - a strategic pivot

**Legacy:** Tickets, PNRs, EMDs → **silos.**

Offer & Order model = **modern retailing & servicing.**

## Positive Impact:

**Dynamic engagement** vs passive fulfillment.

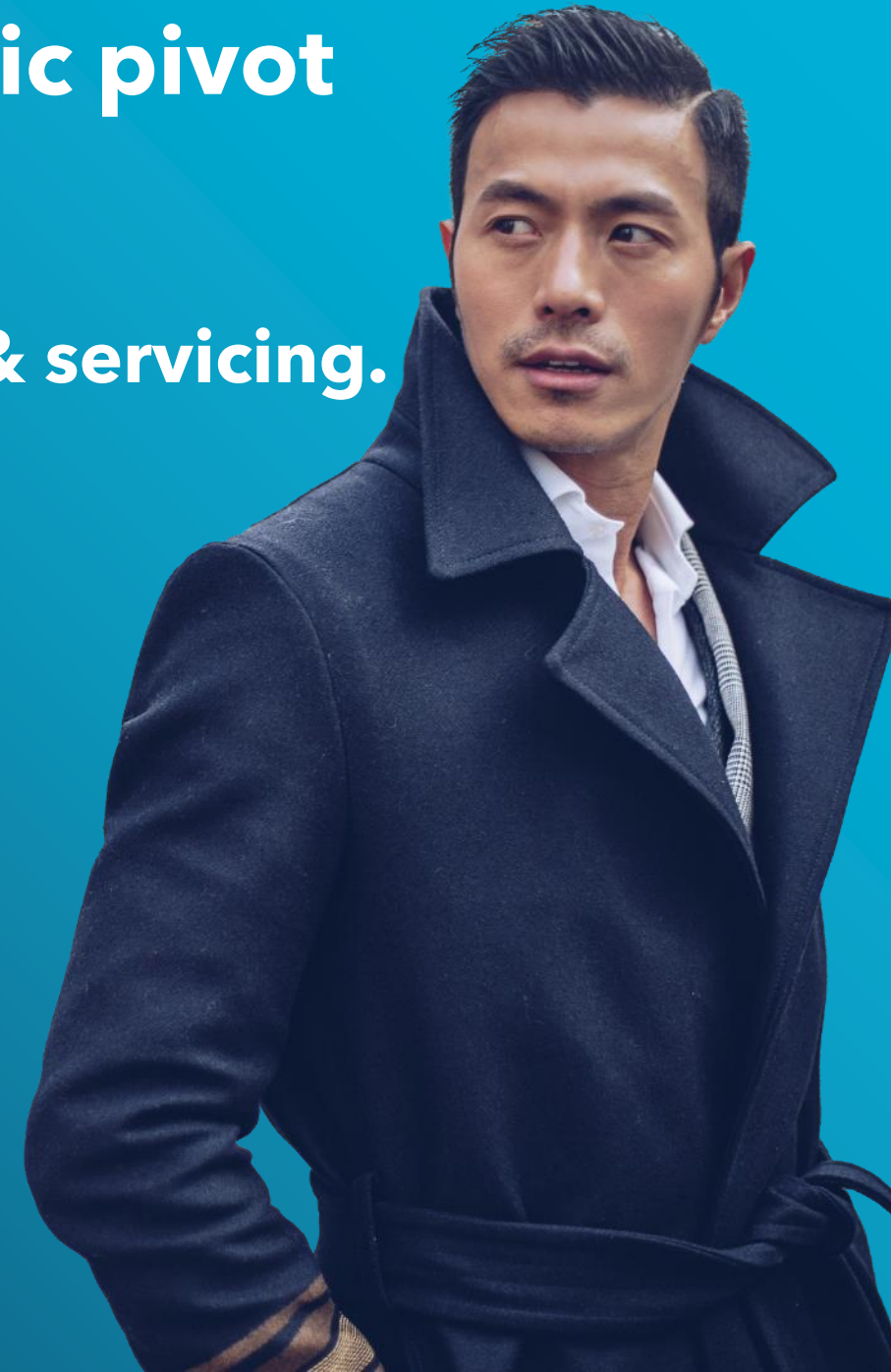
**Simplified** back office & **servicing.**

Alignment with partner systems.

## Challenge:

**Systems** upgrade **investment.**

**Speed** of evolution across ecosystem.



# Technology role in realizing OneOrder

Not the future but today!



## Real-Time

Order state

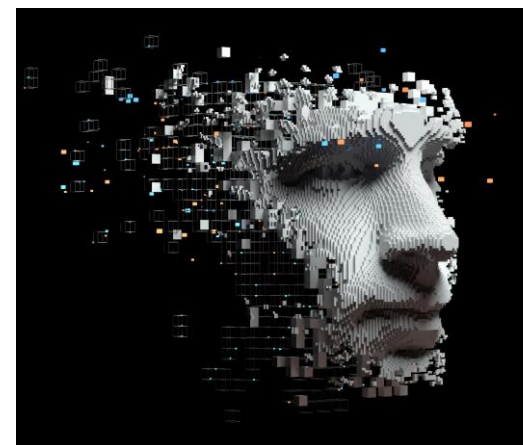
Triggering



## Modularity

Rapid integration

Event-driven

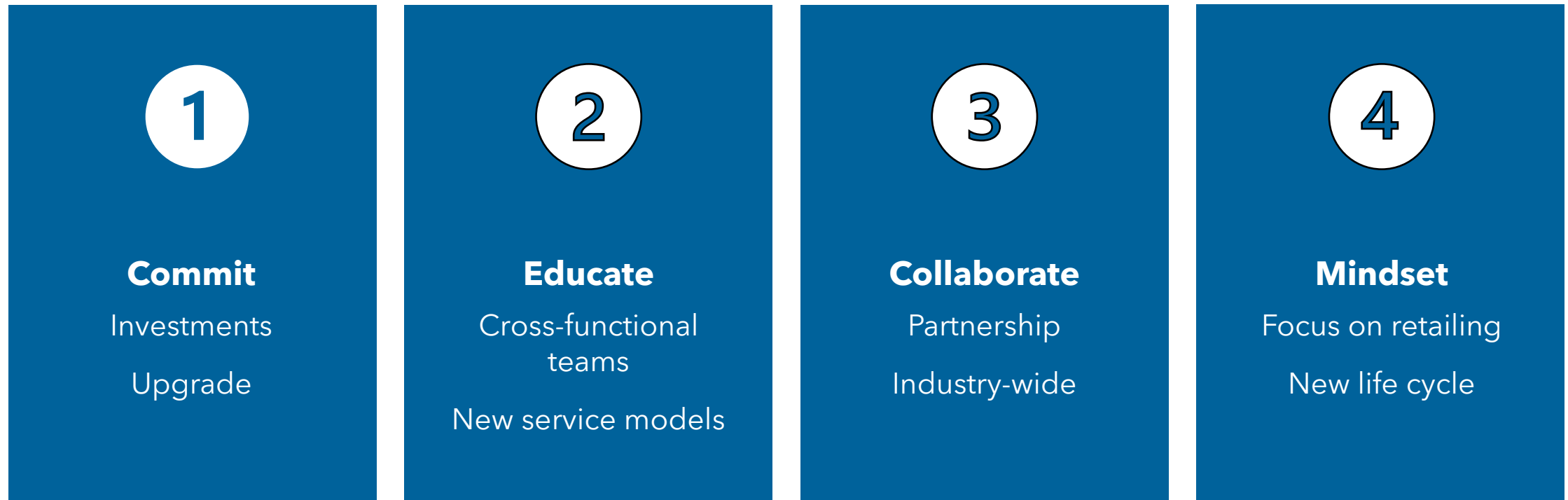


## Automation

API-first

Predictive servicing

# Next steps for the value chain



***“Align not just on tech, but mindset, processes, and capabilities.”***



# TRAVEL SMART



THANK  
YOU