

Realizing Modern Retailing with Offers & Orders

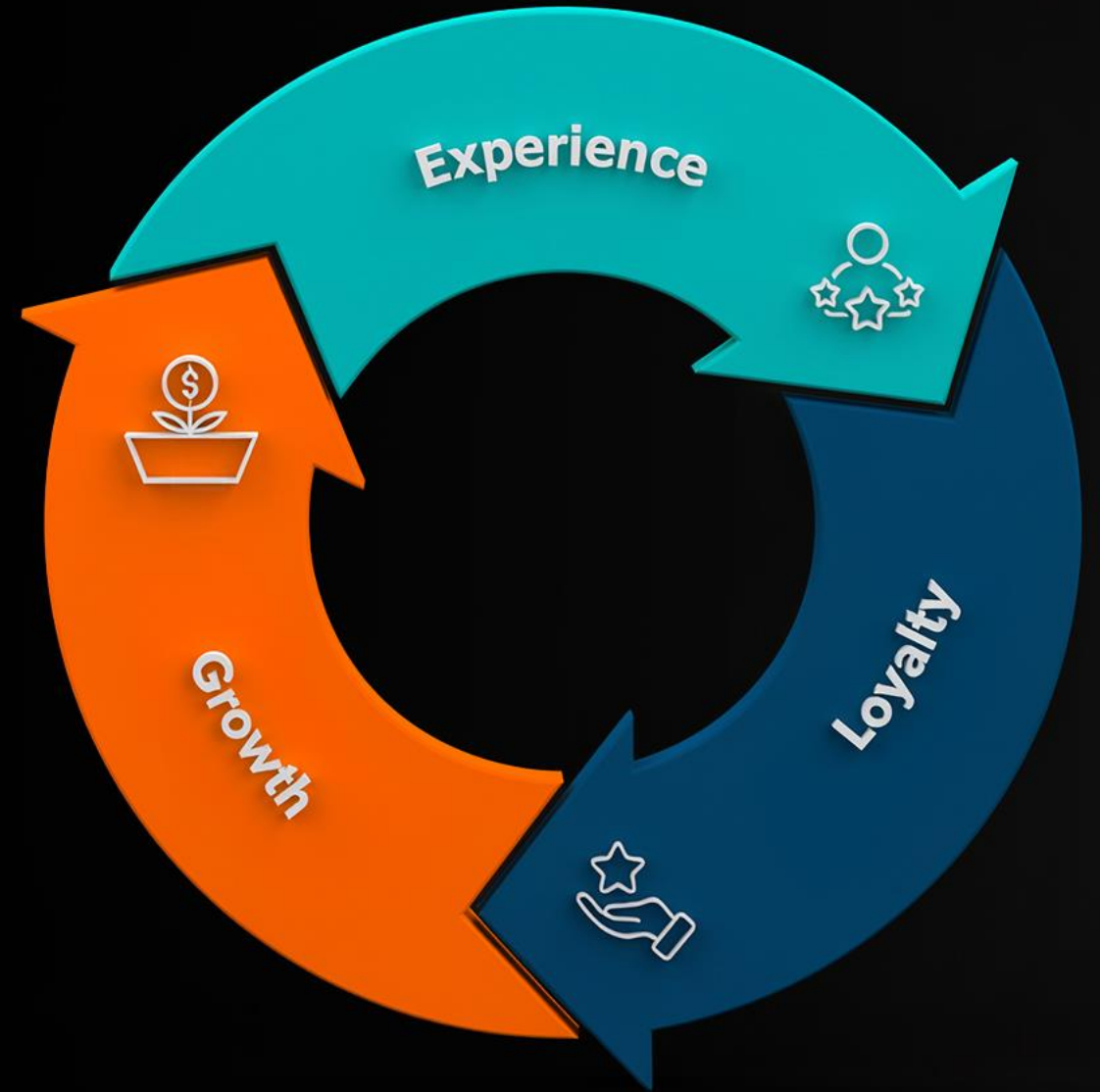
Somit Goyal, CEO, IBS Software –
IATA World Passenger Symposium 2025



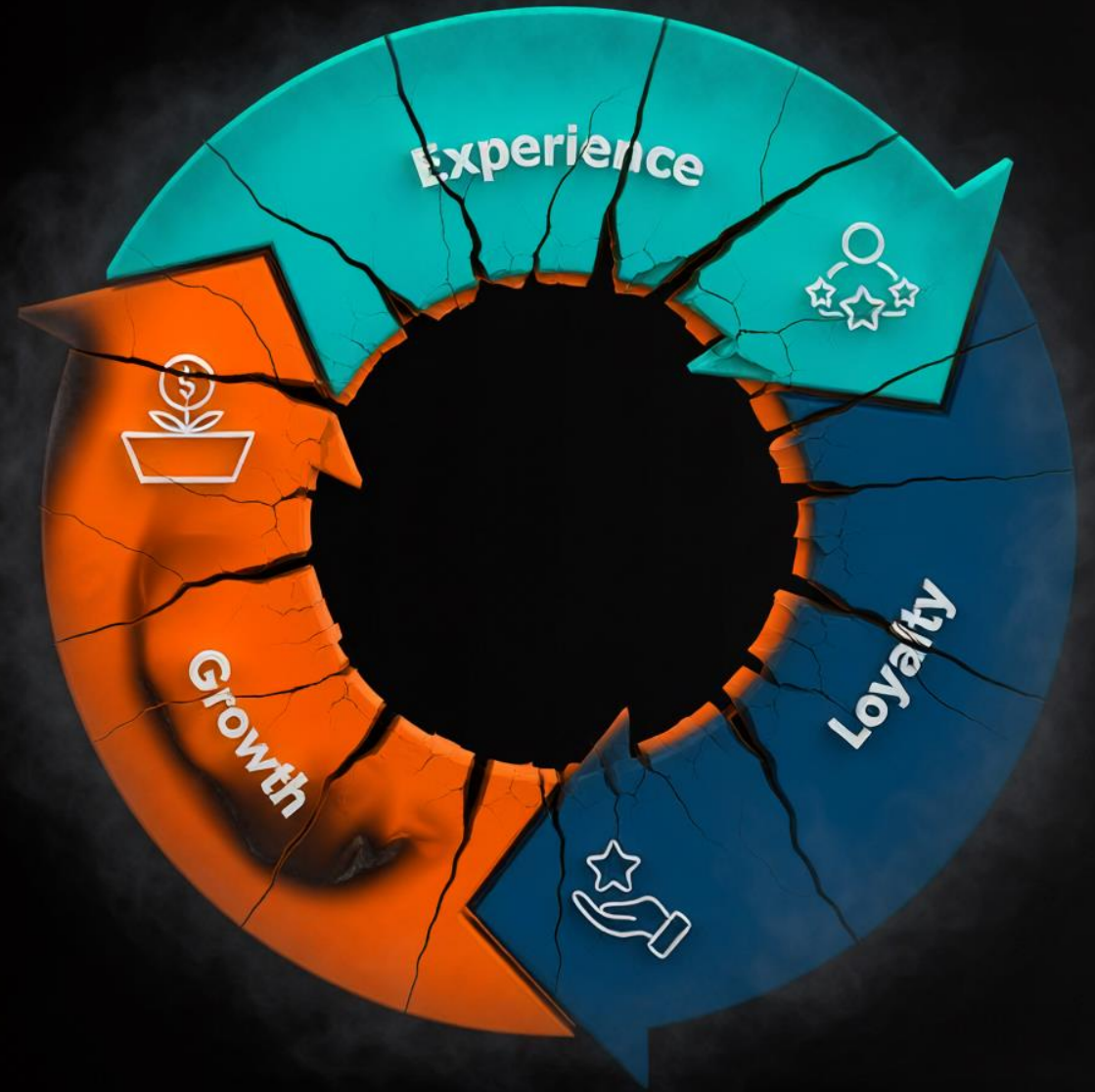
amazon

**Unified platforms
unlocked personalization
and real-time service**

**Customer obsession
creates a self-
reinforcing loop**



**Market structure &
legacy architectures
throttle agility**





“Airlines are expected to act like retailers but are forced to operate like transaction processors”



AI at the Core

Freedom & Flexibility

Customer at the Centre





Co-engineered for
an agentic world

aws



iretail



THE TECHNOLOGY THAT POWERED OUR PAST
WON'T CARRY US INTO OUR FUTURE.