

WHERE IS “THERE” AND HOW TO GET THERE?

Oana Savu

Senior Manager, Industry Distribution Programs, IATA

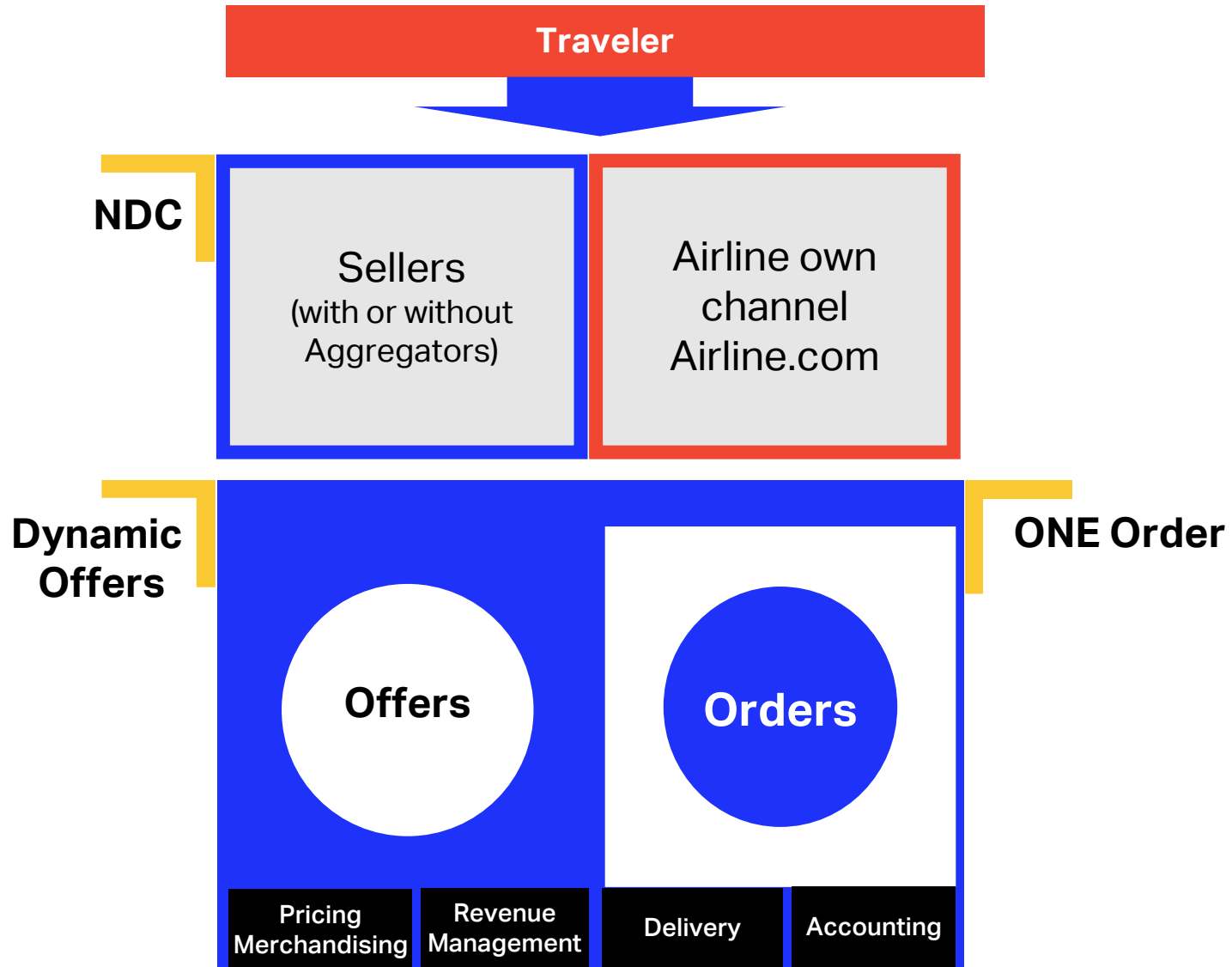
Full Order Management

The backbone to true retailing



WHY?

A world of Offers & Orders



Order Management

A must for true retailing

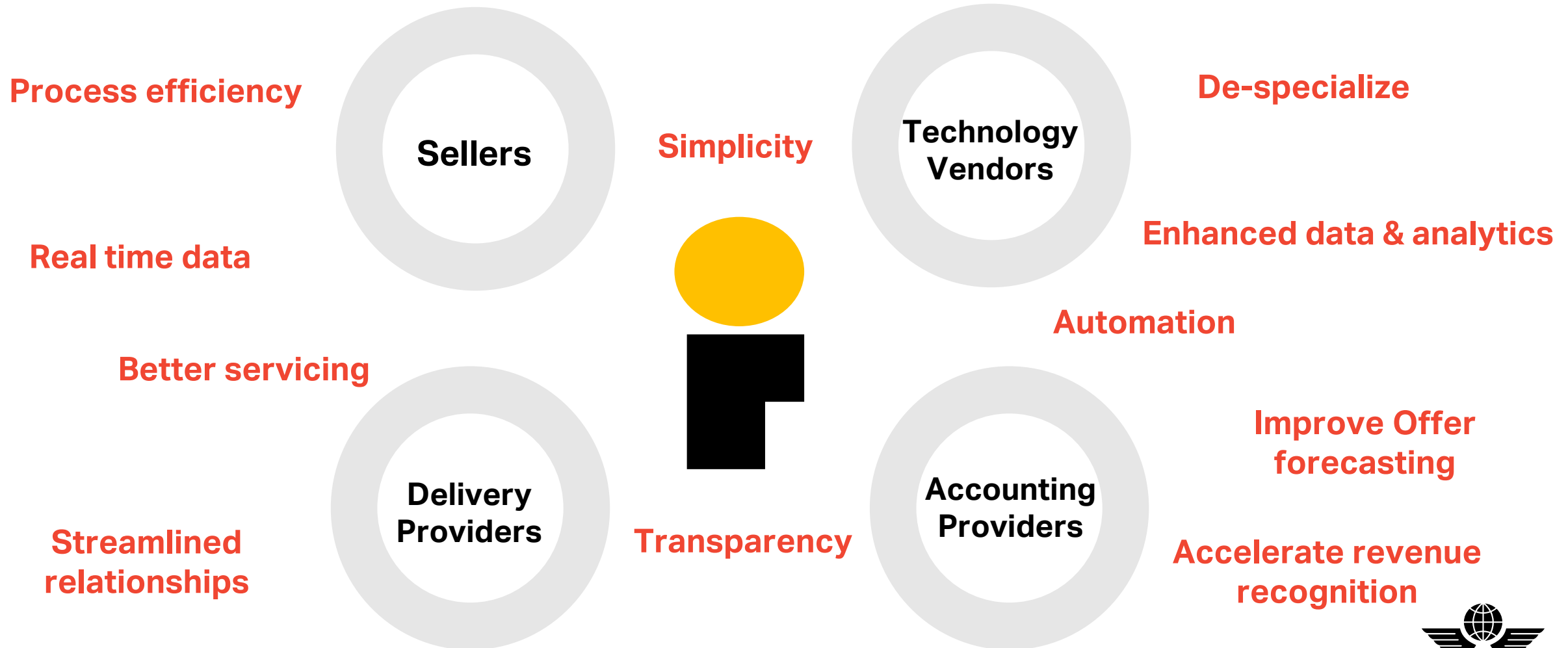
Key values for airlines

Support to
maximize sales
opportunities

Simplified
ecosystem

Expanded
partnerships

Unlocking benefits for the entire value chain



How to progress towards airline retailing

Where to start?

Progress towards retailing with Offers and Orders



Thank you!



A SNAPSHOT FROM A ONE ORDER IMPLEMENTATION – A EUROPEAN VIEW

Christian Popp

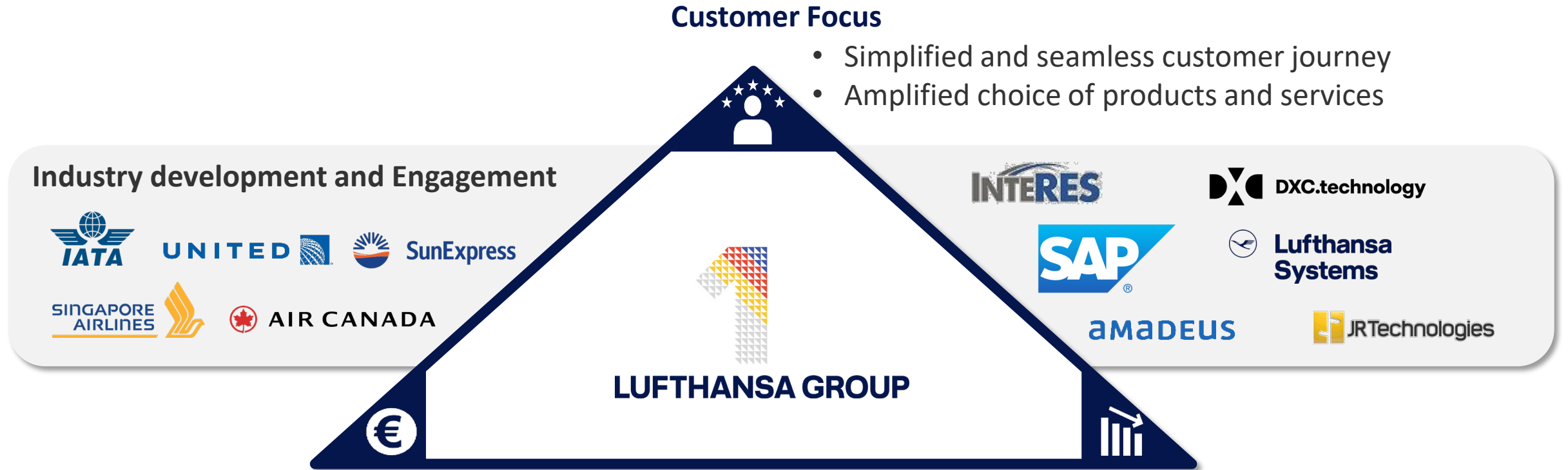
Senior Director Distribution & Revenue Management
Strategy and Business Intelligence, Lufthansa Group

ONE Order at the Lufthansa Group

Christian Popp

Head of Distribution and Revenue Management Strategy & Business Intelligence

ONE Order @ Lufthansa Group focuses on three key value drivers



Revenue Potential

- Fully leverage NDC capabilities
- New commercial opportunities

Process Efficiencies

- Simplified processes
- De-specialized IT solutions

NDC meets ONE Order - a blueprint for digitalized airline distribution

The Objectives



Establish clean ONE order-based processing of Dynamic NDC offers

Include 3rd party ancillary services such as Wi-Fi and Lounge

Build up essential know-how for Lufthansa Group

Gain transparency about process dependencies

Transport >200 passengers within Lufthansa EU Kont network

Lufthansa is the first airline worldwide to be ONE Order certified



The implementation



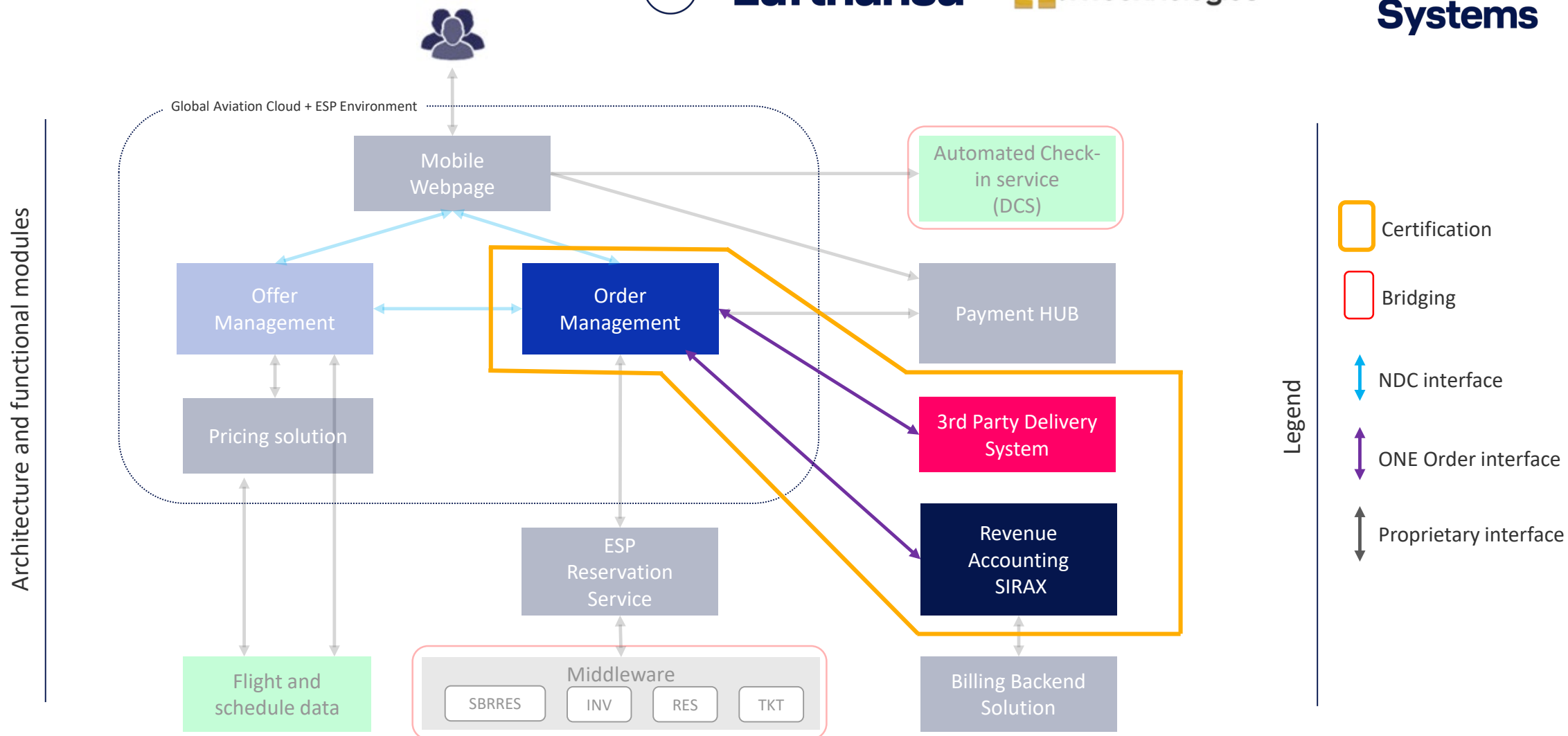
Lufthansa




JR Technologies



Lufthansa
Systems



Order confirmation shows Order ID and Wi-Fi access code



Lufthansa

Passenger / Itinerary Receipt

Schroeder Kurt
Travel data for / Reisedaten für

A123456K8
Order-ID / Ordernummer

LH 252* 26Oct18 12:30
Flight / Flug Date / Datum Departure / Abflug

FRA
From / von

✈

MXP
To / nach

Confirmed
Status / Status

24XDMW3W
Flynet Voucher

LUFTHANSA
*operated by / operated by

0 PC, Carry-on only
Baggage Allowance / Freigepäck0

26Oct18
Not valid before / Nicht gültig vor

27Oct18
Not valid after / Nicht gültig nach

LH 253* 28Oct18 14:30
Flight / Flug Date / Datum Departure / Abflug

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From / von

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To / nach

Confirmed
Status / Status

243ZR9CZ
Flynet Voucher

LUFTHANSA
*operated by / operated by

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Baggage Allowance / Freigepäck0

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1st ORDER FLOWN

Key success factors



Cross functional and partner **collaboration** critical to success



Business case solidified only with **combination** of functional benefits



Transition requires finding **gradual** implementation path - while unlocking **early benefits**

More information on the Lufthansa pilot is available

May 2019

**ONE
ORDER:
CASE STUDY**

**LH: NDC meets
ONE Order**

A BLUEPRINT FOR DIGITALIZED
AIRLINE DISTRIBUTION



2 ONE Order: Case Study | LH: NDC meets ONE Order 



ONE Order

ONE Order aims to modernize the order management process in the airline industry. This industry initiative led by IATA intends to replace the multiple and rigid booking, ticketing, delivery and accounting methods.

The ONE Order standard enhances the capability of communications between airlines, delivery providers and accounting systems and is open to any third party, intermediary, IT provider or non-IATA member, to implement and use.

It introduces concepts such as delivery status and internal values in order to replace current paper based mechanisms used for delivery tracking and accounting purposes. ONE Order eliminates the current booking and ticketing records and combines the content of those into a single retail and customer focused order.

Full information can be found at: www.iata.org/oneorder

Lufthansa Group

The Lufthansa Group is a globally operating aviation group with a total of more than 550 subsidiaries and affiliated companies. The company portfolio consists of network airlines, point-to-point airlines and aviation service companies.

The multi-hub strategy offers passengers a comprehensive route network along with the greatest possible flexibility for their journey. In the 2018/19 winter flight timetable, the route network comprised 244 destinations in 81 countries, served via the international hubs in Frankfurt, Munich, Zurich and Vienna.

As a leading European airline group, the aim of the Lufthansa Group is to take on a key role in shaping the global aviation market and to remain the first choice for shareholders, customers and employees in the future.

The airlines form the core of the Lufthansa Group. The differentiated portfolio of Network Airlines and Eurowings, which offers direct connections, makes it possible to serve all relevant market segments, representing an attractive offering on relevant geographic markets both for premium customers and for more price-sensitive travelers.

Full information can be found at: www.lufthansa.com

Thank you

Austrian 



Lufthansa

 **SWISS**

LUFTHANSA GROUP

A SNAPSHOT FROM A ONE ORDER IMPLEMENTATION – A NORTH AMERICAN VIEW

Soumit Nandi

Managing Director, Customer Technology
United Airlines

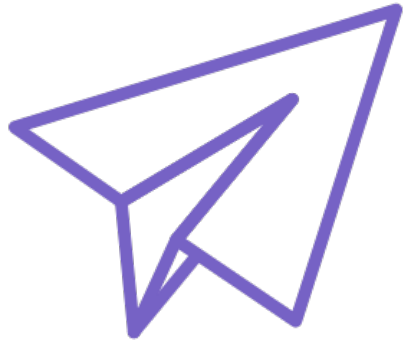


One Order Pilot



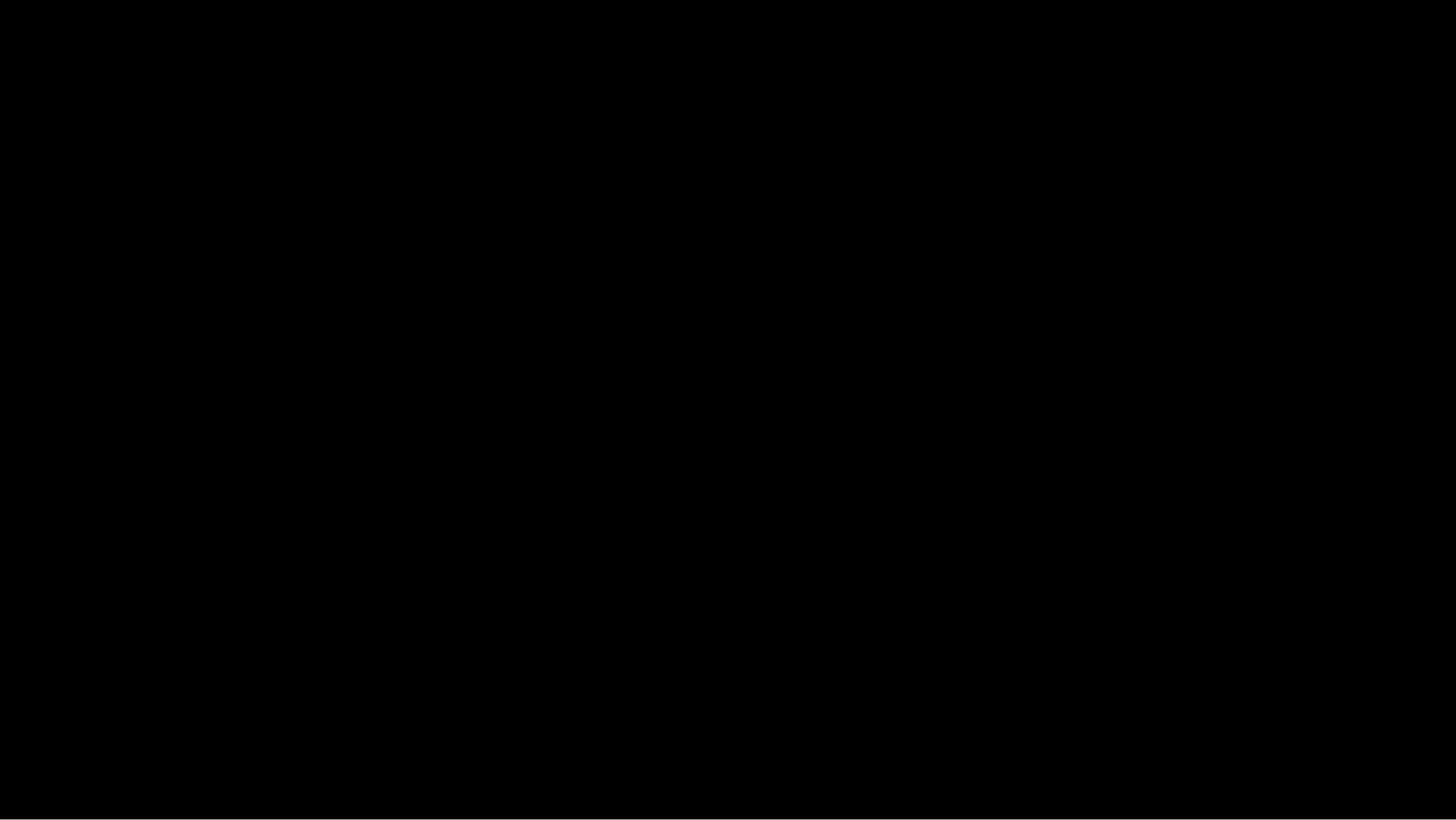
Soumit Nandi
Managing Director, Customer Platforms

@soumit



legacy complexity
in airline
businesses

expectations of
simplicity



start with a clean sheet
prioritize learning
raise the stakes



what we did

5 people

domestic flight

shopped / booked > United.com

seat selection, local tour

check-in > United mobile app

security clearance / boarding

what we did not do

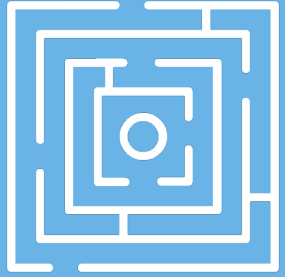
create a PNR

create a ticket

create an EMD

check-in a bag

rev accounting



challenges

inventory
bags
accounting
interlining



wins

feasibility
business awareness
transition path
standards development

£œœ^a • ¥ / thank you

Soumit Nandi
Managing Director - Customer Technology Platforms

 @soumit

WHICH IS THE BEST PATH AND WHERE IS THE VALUE?

Oana Savu, Senior Manager, Industry Distribution Programs, IATA

Soumit Nandi, Managing Director, Customer Technology, United Airlines

George Khairallah, CEO, JRTechnologies

Bryan Koh, Divisional VP E-Commerce and Distribution, Singapore Airlines

Christian Popp, Senior Director Distribution & Revenue Management Strategy and Business Intelligence, Lufthansa Group

Stephane Lecourtois, Director, Airlines Solutions, NDC & Order Management, Amadeus

BETTER TOGETHER: DIGITAL RETAILING IN ALLIANCES AND JOINT VENTURES

Kristin Colvile, CEO and Managing Director, Skyteam

Rob Gurney, CEO, Oneworld

Henry Coles, Head Airlines Distribution Standards, IATA