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

Traveler

NDC
- Sellers (with or without Aggregators)
- Airline own channel Airline.com

Dynamic Offers
- Offers
- Orders

ONE Order

Pricing
Merchandising
Revenue
Management
Delivery
Accounting

IATA
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

- Process efficiency
- Real time data
- Better servicing
- Streamlined relationships

Sellers

- Simplicity

Technology Vendors

- De-specialize
- Enhanced data & analytics
- Automation
- Improve Offer forecasting
- Accelerate revenue recognition

Delivery Providers

- Transparency

Accounting Providers

- De-sPECIALIZE
How to progress towards airline retailing

Where to start?
Progress towards retailing with Offers and Orders

Create Offers

Enhance Offers

Create Orders

Process Orders

Omnichannel Offer & Order Management

Organize as a retailer

IT & Costs
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:

**Customer Focus**
- Simplified and seamless customer journey
- Amplified choice of products and services

**Industry development and Engagement**
- Fully leverage NDC capabilities
- New commercial opportunities

**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

- Offer Management
- Order Management
- Payment HUB
- 3rd Party Delivery System
- Revenue Accounting SIRAX
- Billing Backend Solution
- Mobile Webpage
- Automated Check-in service (DCS)
- ESP Reservation Service
- Proprietary interface
- Certified Pricing solution
- Flight and schedule data
- Middleware

Legend:
- Certification
- Bridging
- NDC interface
- ONE Order interface
- Proprietary interface
Order confirmation shows Order ID and Wi-Fi access code

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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.
Thank you
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
Soumit Nandi
Managing Director - Customer Technology Platforms

@soumit

thank you
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