PARTNERSHIPS FOR TRANSFORMATION

Surain Adyanthaya, Senior Vice President of Strategy, PROS

Eva-Maria Roe, Head of Airlines Solution, IBU Travel & Transportation, SAP

George Khairallah, CEO, JRTechnologies

Anne-Flore Agard, Vice President; Head of Manufacturing, Retail & Transport Market – France Head of Global Airlines Market, Atos
OPENING THE PLAYING FIELD

Henry Coles
Head of Airline Distribution Standards, IATA

Andrew Webster
Digital Business Transformation Manager – Shop Order Pay
International Airlines Group
Interline today

- Plan
- Shop
- Order
- Deliver
- Settle

Reference data
- Schedules
- Fares and availability
- Reservations, Ticketing
- DCS, Check-in, Baggage
- Proration, Interline Billing

Standards and MITA

Settlement Systems

Customer complexity
- Limited control and data
- Limited ancillaries
- Limited partners

One size fits most?
The future of interline vision

Plan → Shop → Order → Deliver → Settle

Reference data

Standards and MITA

Offer and Order Management standards

Settlement Systems

Product catalogue standards

Settlement with Orders

Seamless customer experience

Full control, real-time data

Integrated ancillaries

New partners

Flexible framework agreement

Integrated ancillaries

New partners

Flexible framework agreement

IATA
The new Standard Retailer and Supplier Interline Agreement (SRSIA)

Main agreement + Defined options

Definitions
Retail and Supply
Obligations to Customer
Legal provisions

Products
Offers
Orders
Billing and Settlement
Passengers
Baggage
Customer interactions
Voluntary changes
Involuntary changes
Capacity
Indemnity
Term and termination
How do we get there?

- Plan
- Shop
- Order
- Deliver
- Settle

**Standards**
- Product catalogue
- Offer management
- Order management
- Airport, Disruption
- Settlement

**New framework agreement**

**Transition standards**
- Reference data
- Advocacy, Pilot activity and Industry engagement
- Settlement platforms

*Requires exploration*  *Under development*
NDC INTERLINING IS HERE!

Sébastien Nicolas
Manager, Revenue Management and Pricing, Lufthansa Group

Nick Stott
Solution Architect, Edelweiss Air
New interline framework
Edelweiss Air/SWISS proof of concept

Sébastien Nicolas – Manager Revenue Management - Lufthansa Group
Nick Stott – Solution Architect – Edelweiss Air
Shopping

**Retailer Edelweiss**

<table>
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<tr>
<th>WK OMS</th>
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**Supplier SWISS**

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Booking

Retailer Edelweiss

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WK inventory system
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<tr>
<th>PNR</th>
<th>Inventory</th>
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</thead>
<tbody>
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<td>ZRH–PMI</td>
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Supplier SWISS

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Delivery

**Retailer Edelweiss**
- WK OMS
- **Order**
  - Order ID 945WK111111111
  - ZRH–PMI
  - PMI–ZRH
  - Delivered
- WK inventory system
  - PNR
    - ZRH–PMI
    - PMI–ZRH
- WK Delivery
- Accounting
  - Posting
    - ZRH–PMI
    - PMI–ZRH

**Supplier SWISS**
- LX OMS
- **Order**
  - Order ID 724LX999999999
  - ZRH–PMI
  - PMI–ZRH Ready to deliver
- LX inventory system
  - PNR
    - ZRH–PMI
    - PMI–ZRH
- LX Delivery
  - PMI–ZRH Ready to deliver
- Accounting
  - Posting
    - PMI–ZRH
Post-delivery

**Retailer Edelweiss**

- WK OMS
- **Order**
  - Order ID 945WK111111111
  - ZRH–PMI: Delivered
  - PMI–ZRH: Delivered
- WK inventory
- PNR
  - ZRH–PMI
  - PMI–ZRH
- WK Delivery
- Accounting
  - Posting
  - ZRH–PMI
  - PMI–ZRH

**Supplier SWISS**

- LX OMS
- **Order**
  - Order ID 724LX999999999
  - ZRH–PMI
  - PMI–ZRH: Delivered
- LX inventory
- PNR
  - ZRH–PMI
  - PMI–ZRH
- LX Delivery
  - PMI–ZRH: Delivered
- Accounting
  - Posting
  - PMI–ZRH
Pilot 2020

A global standard across existing alliances and partnerships

Interline ancillaries $3.3b Revenue opportunity

New interline framework agreement

Settlement with Orders

A global standard across existing alliances and partnerships
PROJECT LEMONADE – AIR THINK TANK 2019

**TimmRol**, Chief Technology Officer, Corporate Travel Management

**Herve Prezet**, Head of Industry & Expertise, Amadeus

**Rogier Van Enk**, Vice President Digital Revenue & Distribution, Finnair
Project Lemonade

Airline Industry Retailing (AIR)
Think Tank
Vision

Project lemonade seeks to extend the industry capability around re-accommodation of passengers in irregular operations to allow:

- Re-routing to occur on a broader range of operators, and to cover all services and ancillary products.
- New operating carriers to have dynamic control of the conditions under which they accept disrupted passengers.
- All stakeholders to have access to real-time information.
- Sellers are able to provide options directly.
Solution

• “Disruption Offer” requests and responses between airlines.
• A confirmed re-routing option is communicated to customers (and in parallel to seller / travel agent) with the option to request additional alternatives from the airline, who may use other suppliers.
Airline

- build (and book) one option
- notify customer of the one option
- response from customer
  - ask for more options
  - accept airline option
  - cancel airline option

- Own airline
- Disruption offers from other partners

- Refund
- Reshop
- Ready to travel
Airline

- Own airline
- Disruption offers from other partners

Seller

- Aggregator
- Alternative offers from other airlines

1. Build (and book) one option
2. Notify customer of the one option
3. Response from customer
4. Ask for more options
5. Accept airline option
6. Cancel airline option
7. Refund
8. Ready to travel
9. Reshop

Process flow:
- Build alternative options
- Notify customer of options
- Response from customer
- Accept alternative offer
- Accept airline option
- Ask for more options
- Ready to travel
- Reshop
Airline
*Visionary functionality shown, this workflow is not currently available in CTM Mobile app.
*Visionary functionality shown, this workflow is not currently available in CTM Mobile app.
Thank you

Airline Industry Retailing (AIR)
Think Tank