



5th

World Financial Symposium

17 – 20 September 2018

Madrid Marriott Auditorium Hotel & Conference Center









Meet the Expert session:

Are you ready for changes to Distribution Costs?

Moderators:

-  Henry Coles, IATA, Head Airlines Distribution Standards
-  Thibaut RUY, IATA, Manager ONE Order Standard & Technology

Panelists:

-  Michael Uebber, Lufthansa Group
-  Suresh Verkot, Emirates





Meet the Expert session:

Are you ready for changes to Distribution Costs?

ACMG divider





- Henry's text





Meet the Expert session:

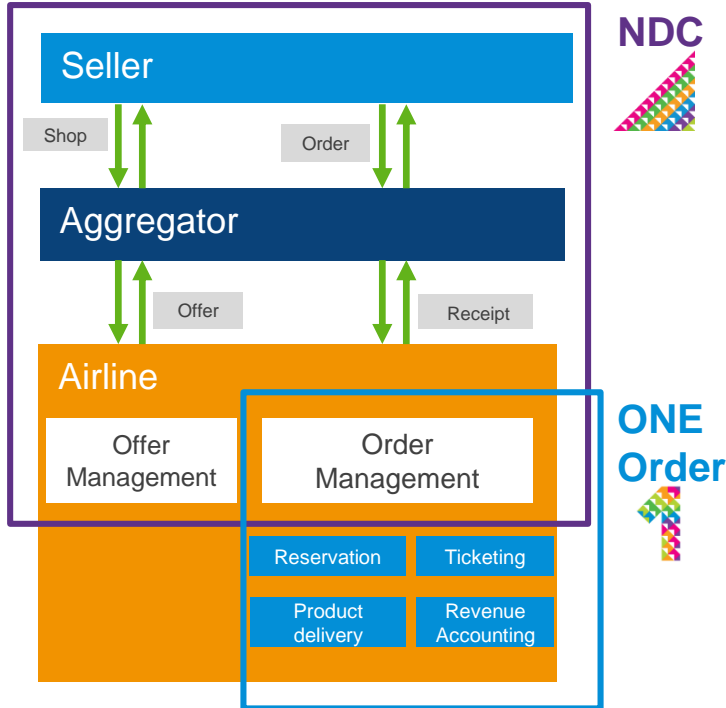
Are you ready for changes to Distribution Costs?

ONE Order Program & Certification update





ONE Order - how does it fit with NDC?



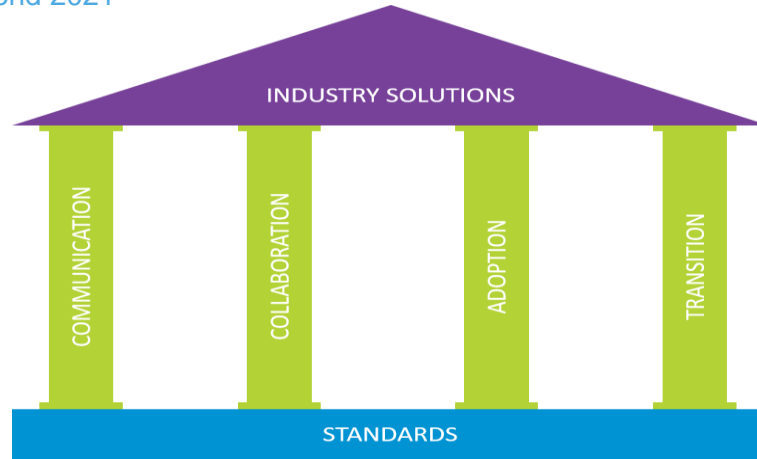
- Enhanced Distribution :
 - Airlines in control with new shopping workflow
 - API based data communication standard
 - Retail-style architecture
- Simplified Fulfilment :
 - Standardized retailing solutions
 - No more ticketing paper-based accountable documents
 - Facilitate “interlining” with any entities





ONE Order – 3-Year Program Strategy paper

- Describe how IATA is going to support the industry
- Objectives
 - Clarify ONE Order as complementing NDC
 - Disclose roadmap & strategy to reach a 1st level of ONE Order industry capability by end 2020
 - Give perspective beyond 2021





ONE Order Supporting Organizations





ONE Order Pilots participants

H2- 2017



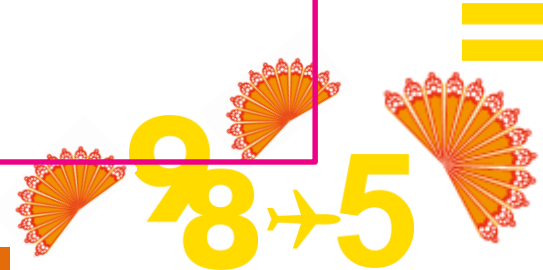
H1- 2018



H2- 2018



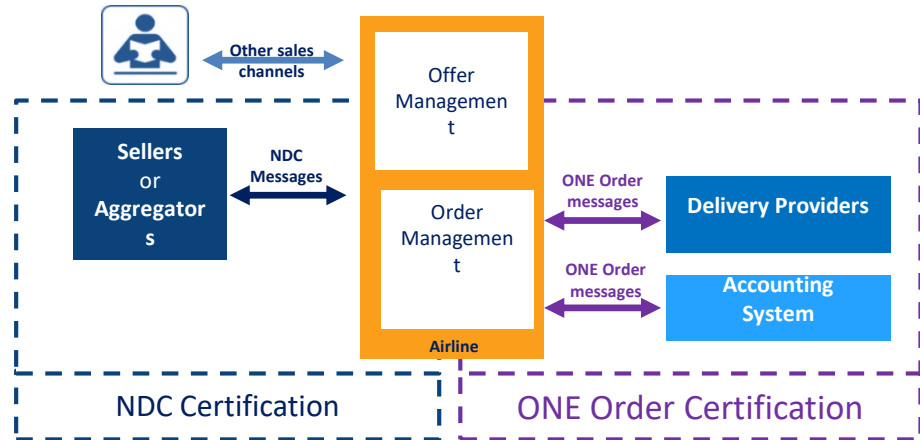
Airlines and System providers to be disclosed later this year





Certification Objectives & Scope

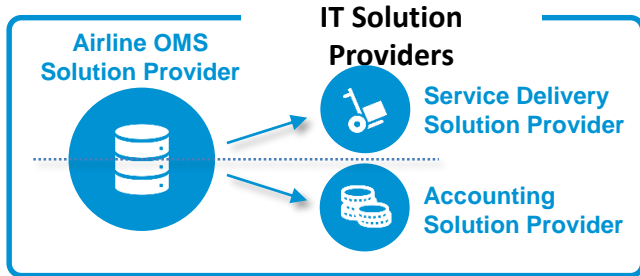
- Objectives
 - Drive competition and innovation by vendors and monitor progress
 - Provide visibility to the airlines of vendors' ONE Order capability
- Roadmap:
 - Starts on January 2019 with communication at AIR Symposium (23-25 October) together with enhancement of NDC Certification
- Scope
 - Extend NDC certification to monitor Order Management interactions with Accounting & Delivery Provider (i.e. Fulfilment)
 - ONE Order Certification is independent of distribution channel





ONE Order Certification Overview

- Only airlines are ONE Order Certified based on deployed capabilities
- IT vendors will be recognized for ONE Order Capability



Note: logos to be defined

Capability Validation:

Airline OMS Solution Provider:
Service Delivery
Accounting

Service Delivery Solution Provider:
Service Delivery

Accounting Solution Provider:
Accounting

Ability to send:
SDN, SSCN

Ability to receive:
SDRO, SSCN



Ability to send:
OSIN, SSCN



Ability to send:
SDRO, SSCN
Ability to receive:
SDN, SSCN



Ability to receive:
OSIN, SSCN

Airlines

Certification :
Service Delivery
Accounting



Airline certified for "Service Delivery" for either ancillaries or flights



Airline certified for "Accounting" for either ancillaries or flights



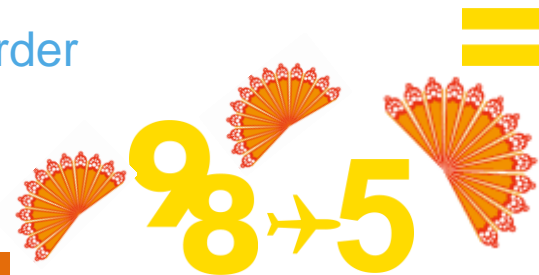
Airline fully certified for BOTH Delivery and Accounting





ONE Order 2018 Pilots Summary

- Pilots proved it works!
- Initial interest in the financial component of ONE Order
- Barrier to entry lowered with ONE Order (de-specialize)
 - Direct messaging to Accounting – 80% available today from Orders
 - New Retail pricing practices enabled with ONE Order
 - De-bundling fare rules and attributes as add-on to any product
- Fulfillment of products easier without ET/EMD with real time consumption tracking of any type of service
- Reseller activities (NDC Interline concept) with ONE Order delivery and accounting – successfully tested





Direct Orders – Opportunity for back-office?

- NDC & ONE Order bring directly agreed orders
- Stakeholders agree on Orders and enter in agreement at time of sale
- No more sales reporting needed?
- What does it mean for settlement?

