



# ONE Order

High-level Program update

*ACH Meeting  
24-26 April 2018, Denver*



# Industry challenge?



## Airlines

- Are restricted to paper processes in a digital world.
- Lack a unified view of the customer details and journey interactions.
- Are limited in what, and how, they sell and fulfil products and services.



## Technology and Innovation

- New entrants face challenges due to the specialized market place for solutions.
- Airlines have a duplication of cost and processes of PSS and e-commerce.
- Airlines are hampered in innovation due to legacy processes and systems.



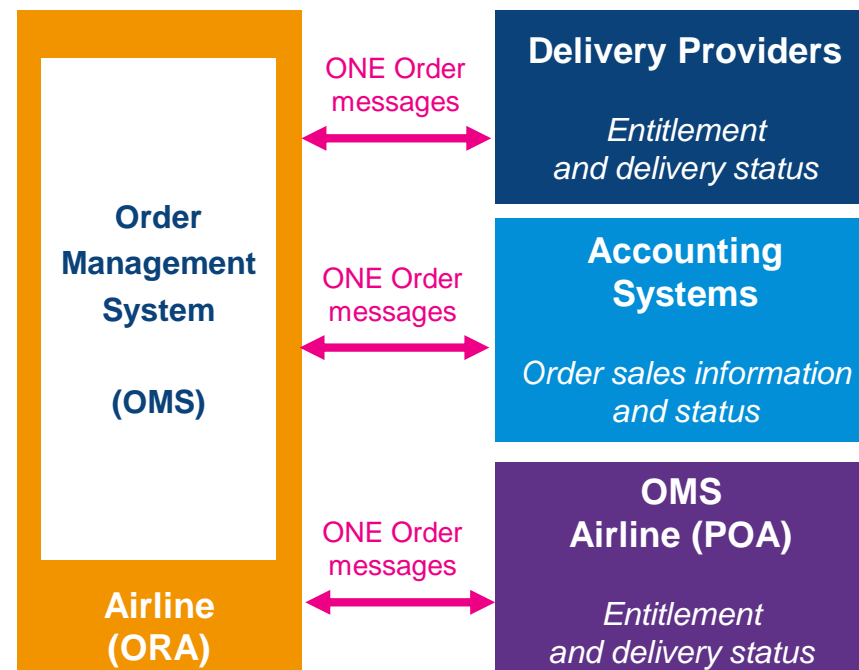
## Customers

- Are challenged by multiple references and IDs throughout their journey
- Are limited in which products and services they can purchase depending on the sales channel.
- Have new and heightened expectations, seeking alignment to online retailers.



# ONE Order – what is it?

- ▶ **A single Order Record**  
combining information already existing on PNR and E-Ticket/EMD
- ▶ **An Order based data communication messaging Standard**  
facilitating retail-style architectures for fulfillment and accounting
- ▶ The foundation of Airline **Order Management Systems**



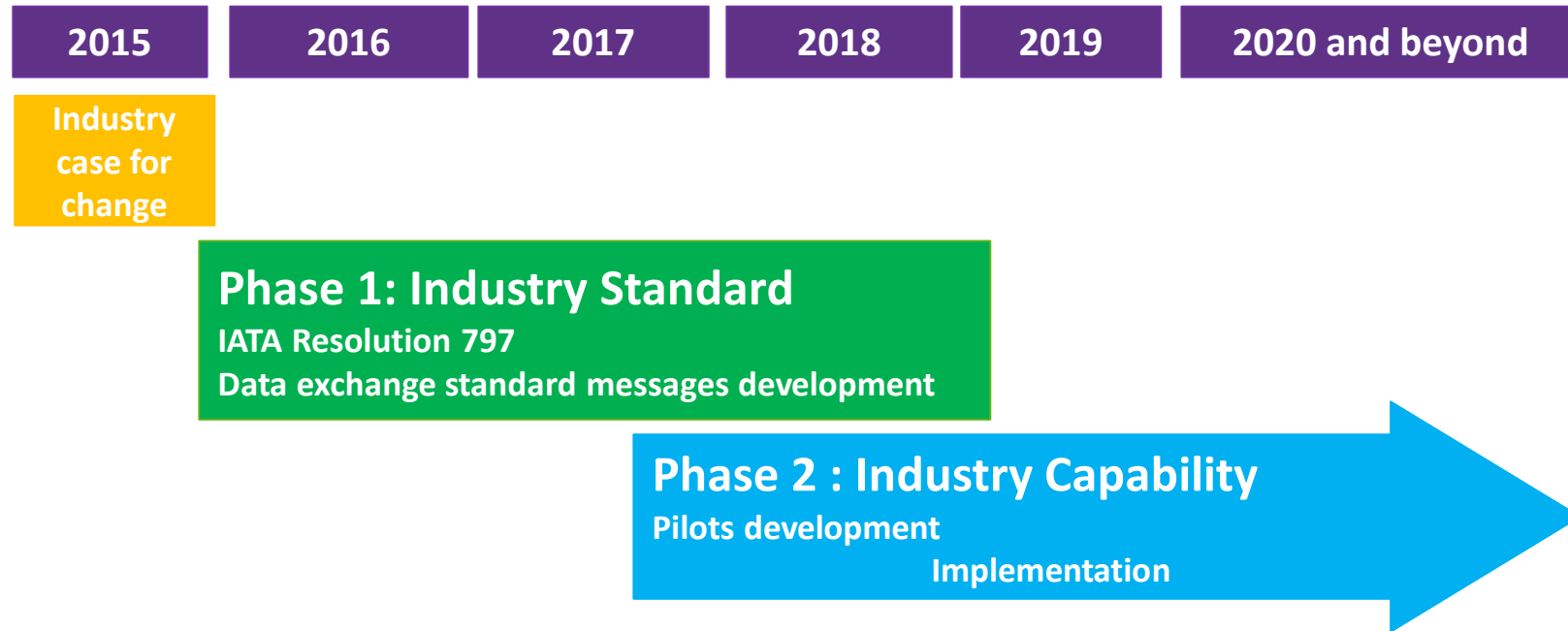
ORA: Offer Responsible Airline

POA: Participating Offer Airline (i.e. interline partners)



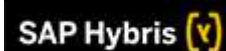
# ONE Order - the program roadmap

- ▼ **Supported by the IATA Board of Governors**
  - ▼ Phase 1 : Standard development (messaging)
  - ▼ Phase 2 : Industry capability & adoption



# ONE Order Supporting Organizations

\* Source IATA website – March 2018



# ONE Order - 2018 Priorities

- ▼ **Encourage more pilots in 2018**
  - ▼ Please join the pilot program and help the industry move forward!
- ▼ **Deliver official ONE Order standard release 18.2 / 19.1**
  - ▼ Enhanced Business Requirement Document
  - ▼ Leverage 18.1 schema & current “Beta” ONE Order messages
  - ▼ Fully aligned with NDC and Industry data model
- ▼ **Industry engagement**
  - ▼ Awareness campaign, education workshops, conference presentation
  - ▼ Analyze Peripheral impacts
- ▼ **Set-up ONE Order Certification to monitor industry capability as of 2019 and beyond**



# ONE Order –Industry Impact-1

- **Airline financial organizations**
  - **Retail order management principles**
    - Structured data!
    - Move away from universal documents yet separate for flight and non-flight products
  - **Extend NDC interline approach for online**
    - Internal value concept (online revenue allocation)
  - **Ability to recognize revenue at time of delivery**
  - **Enhanced reporting capabilities**



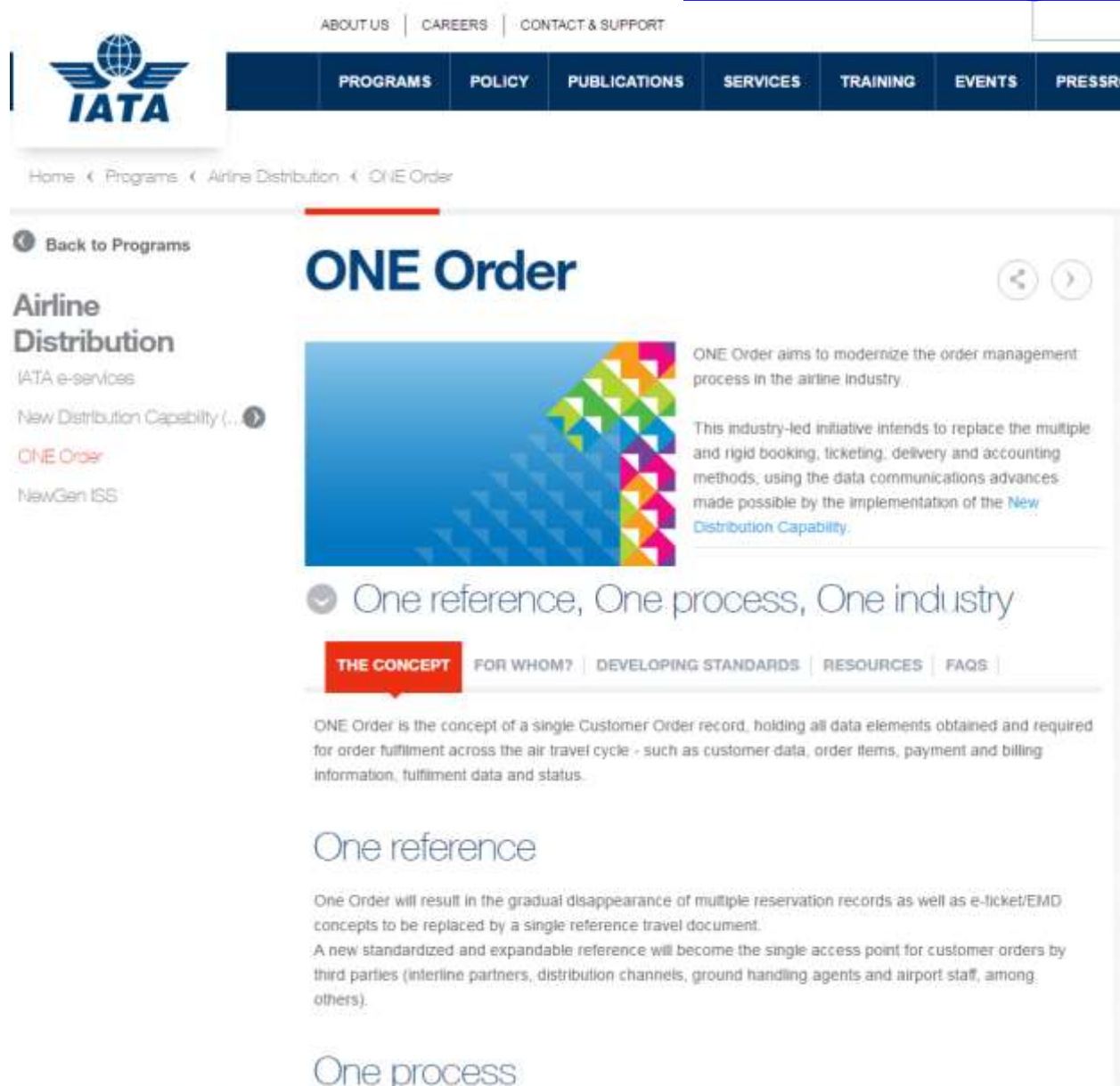
# ONE Order –Industry Impact-2

- **Airline financial organizations**
  - **Expand service offering beyond EMDs**
  - **New commercial opportunities**
  - **Opportunity for Consolidation of Financial Systems**
  - **Together with NDC positive impact on interline billing disputes**
  - **Together with NDC positive impact on ADMs**





# More information? [www.iata.org/ONEOrder](http://www.iata.org/ONEOrder)



The screenshot shows the IATA website's 'ONE Order' page. At the top, there is a navigation bar with the IATA logo on the left and links for 'ABOUT US', 'CAREERS', and 'CONTACT & SUPPORT'. Below this is a dark blue menu with buttons for 'PROGRAMS', 'POLICY', 'PUBLICATIONS', 'SERVICES', 'TRAINING', 'EVENTS', and 'PRESSROOM'. A breadcrumb trail reads 'Home < Programs < Airline Distribution < ONE Order'. The main content area features a large 'ONE Order' title, a colorful geometric graphic, and a description: 'ONE Order aims to modernize the order management process in the airline industry. This industry-led initiative intends to replace the multiple and rigid booking, ticketing, delivery and accounting methods, using the data communications advances made possible by the implementation of the New Distribution Capability.' Below this is a sub-header 'One reference, One process, One industry' and a navigation bar with 'THE CONCEPT' (highlighted in red), 'FOR WHOM?', 'DEVELOPING STANDARDS', 'RESOURCES', and 'FAQS'. The 'THE CONCEPT' section explains that ONE Order is a single Customer Order record. The 'One reference' section states that ONE Order will result in the gradual disappearance of multiple reservation records. The 'One process' section is partially visible at the bottom.

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Home < Programs < Airline Distribution < ONE Order

Back to Programs

## Airline Distribution

IATA e-services

New Distribution Capability ( > )

ONE Order

NewGen ISS

# ONE Order

ONE Order aims to modernize the order management process in the airline industry.

This industry-led initiative intends to replace the multiple and rigid booking, ticketing, delivery and accounting methods, using the data communications advances made possible by the implementation of the [New Distribution Capability](#).

## One reference, One process, One industry

**THE CONCEPT** | FOR WHOM? | DEVELOPING STANDARDS | RESOURCES | FAQs

ONE Order is the concept of a single Customer Order record, holding all data elements obtained and required for order fulfillment across the air travel cycle - such as customer data, order items, payment and billing information, fulfillment data and status.

### One reference

ONE Order will result in the gradual disappearance of multiple reservation records as well as e-ticket/EMD concepts to be replaced by a single reference travel document.

A new standardized and expandable reference will become the single access point for customer orders by third parties (interline partners, distribution channels, ground handling agents and airport staff, among others).

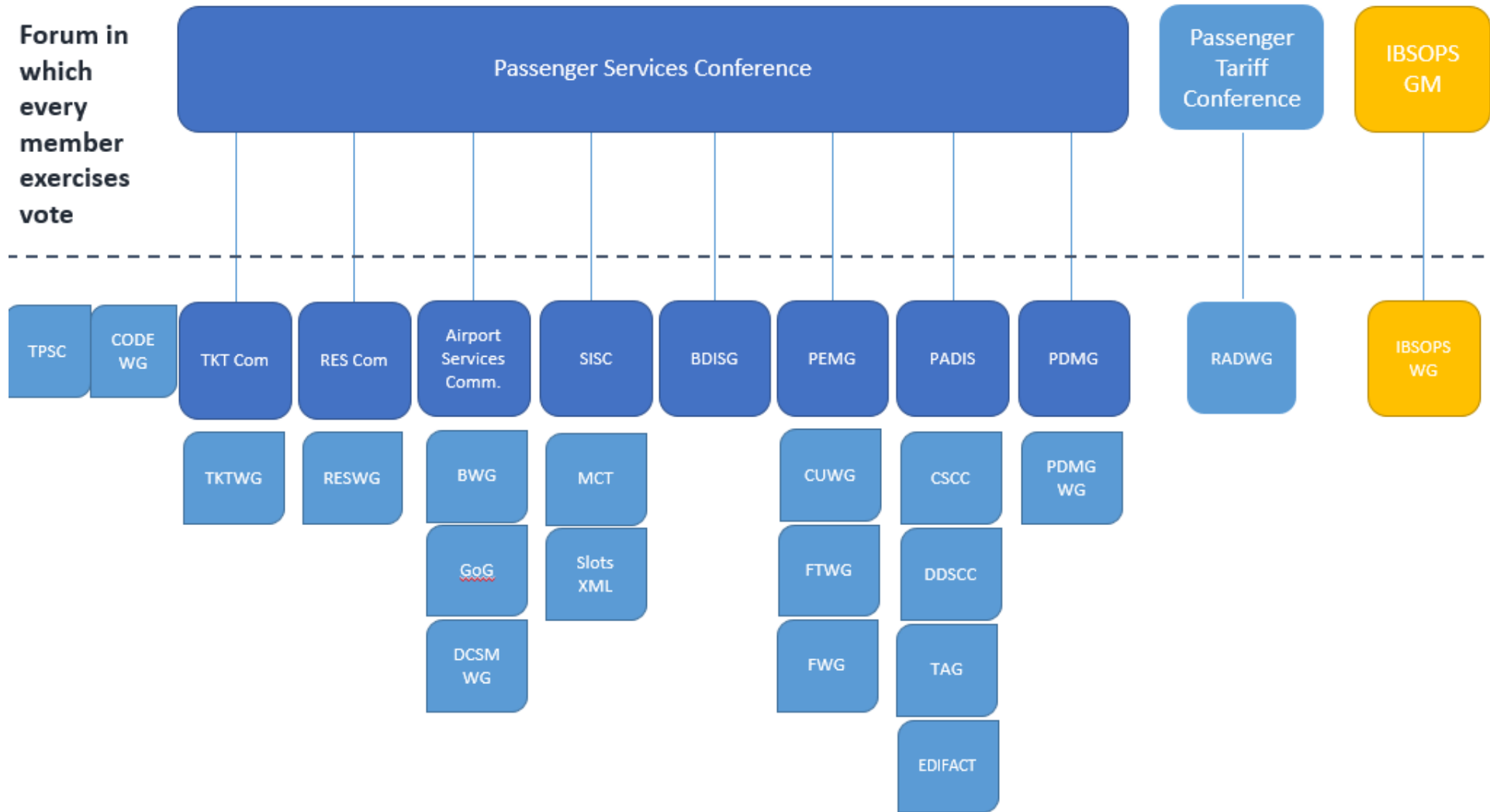
### One process

Contact us at:  
[ONEOrder@iata.org](mailto:ONEOrder@iata.org)

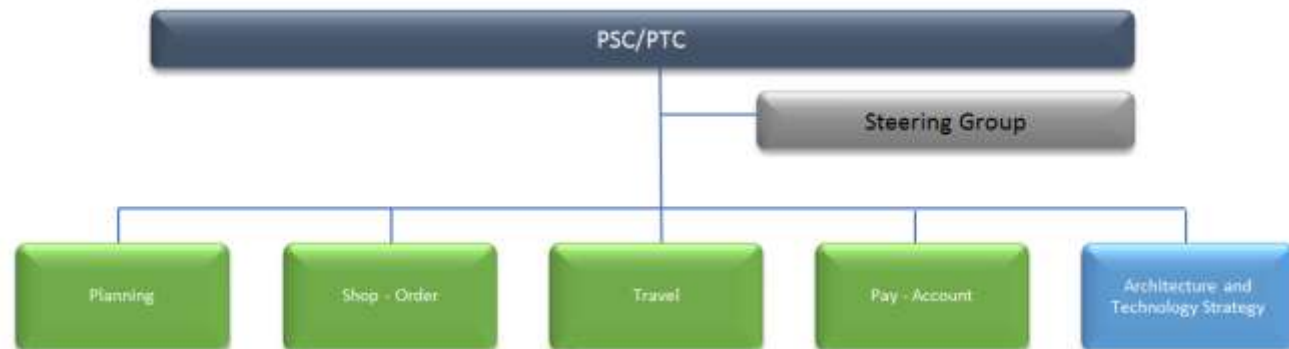
# Background: Changes to Passenger Standards Governance



# Passenger Standards Governance



# New Structure Effective 1 November 2018



- Single structure.
- Oversight of business domains by Management Boards.
- Management Boards have autonomy to create and disband groups to manage specific areas of standards.
- Better online collaboration with the Standard Setting Workspace.



# Payment and Accounting Standards Board (PASB)-Draft

