

ONE Order

A journey to modern airline retailing

16 May 2023

atpco



Agenda

1. ONE Order
2. Impact of the move to ONE Order
3. How ATPCO is supporting the change



Fulfilment with Orders (ONE Order) Factsheet

One Reference. One Process. One Industry.

1. What is ONE Order?

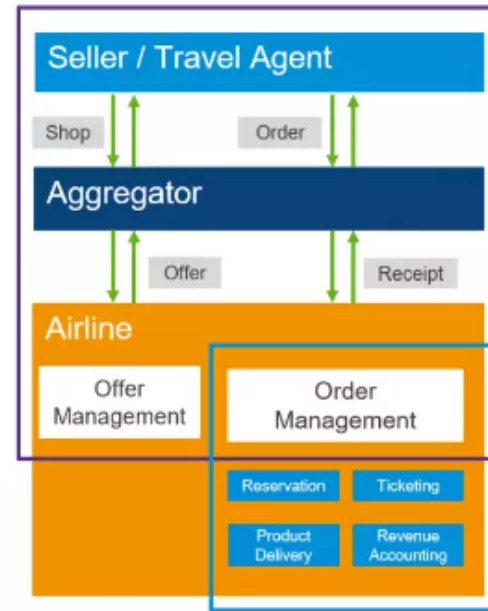
ONE Order is an industry-led initiative intended to simplify the airline reservation, delivery, and accounting systems by gradually phasing out the current booking (PNRs) and ticketing records (e-tickets and electronic miscellaneous documents, or EMDs).

ONE Order is an XML-based standard that combines these multiple records into a single retail and customer-focused Order. Its aim is to remove inefficiencies inherited from paper-based processes and facilitate communication between airlines' Order Management, Revenue Accounting, and delivery providers.

NDC, ONE Order & Dynamic Offers

ONE Order – Extension of the NDC program

“In the new era of multi-source content distribution, NDC can provide dynamic pricing and product information to create the final offering that can be distributed to all partners”



- NDC** ▾ **Enhanced Distribution :**
- ▾ Merchandised offers
 - ▾ Personalisation & dynamic pricing
 - ▾ New distribution channels
 - ▾ Optimise payment
 - ▾ Offer & order integrity



- ONE Order** ▾ **Simplified Distribution :**
- ▾ Unique customer order reference
 - ▾ Dispose of ticketing processes
 - ▾ Standardised retailing solutions
 - ▾ Facilitate interlining with LCCs
 - ▾ Lighter accounting processes

NDC and ONE Order capabilities from the perspective of airline distribution

Source: www.iata.org

What are the benefits of ONE Order for our Industry?



A **standardized** and **expandable** reference, ONE Order becomes the **single access point** for third parties customer orders such as interline partners, distribution channels, ground handling agents and airport staff, etc.



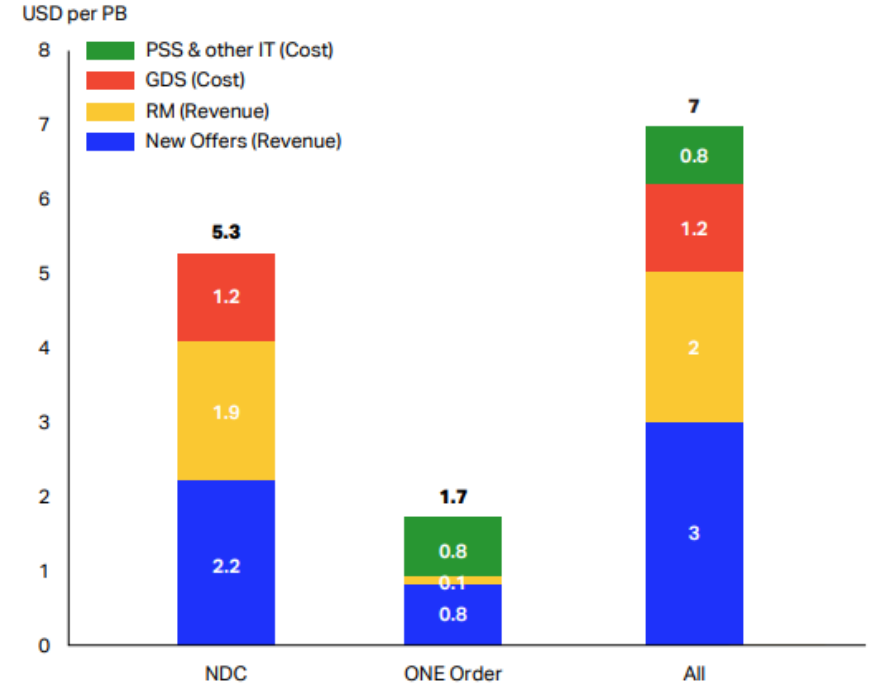
ONE Order facilitates the **product delivery** and **settlement** between airlines and their partners with simplified and standardized Order management processes throughout the whole lifecycle from booking to delivery.



ONE Order enables **network** and **ticketless carriers** to interact and provide combined services to customers through an agile creation and fulfilment of any products, and the ability to connect with wider industries for greater **interoperability**.

Source: www.iata.org

Figure 2: ONE Order enables to unlock the full benefits of NDC



Source: McKinsey 2019 and IATA estimates based upon Consortium airlines interviews.

Modern Airline Retailing – A Business Case Version
1.0

Source: www.iata.org

Cost of doing nothing

Doing nothing is always an option, but airlines not embracing the opportunity of retail may put at risk their long-term competitiveness, leaving opportunities on the table and exposing themselves to competitive threats.



No Transformation

- Missing customers
- Limitation to enable effectively market
- Suboptimal customer experience
- Low work conditions and productivity
- Missed revenue opportunities
- No creation of new partnership including LCCs and Intermodal

Orders Deployment (Modernization)

- Integration
- New forms of payment
- Co-creation
- Flight add-ons



ONE Order roadmap 2016-2021

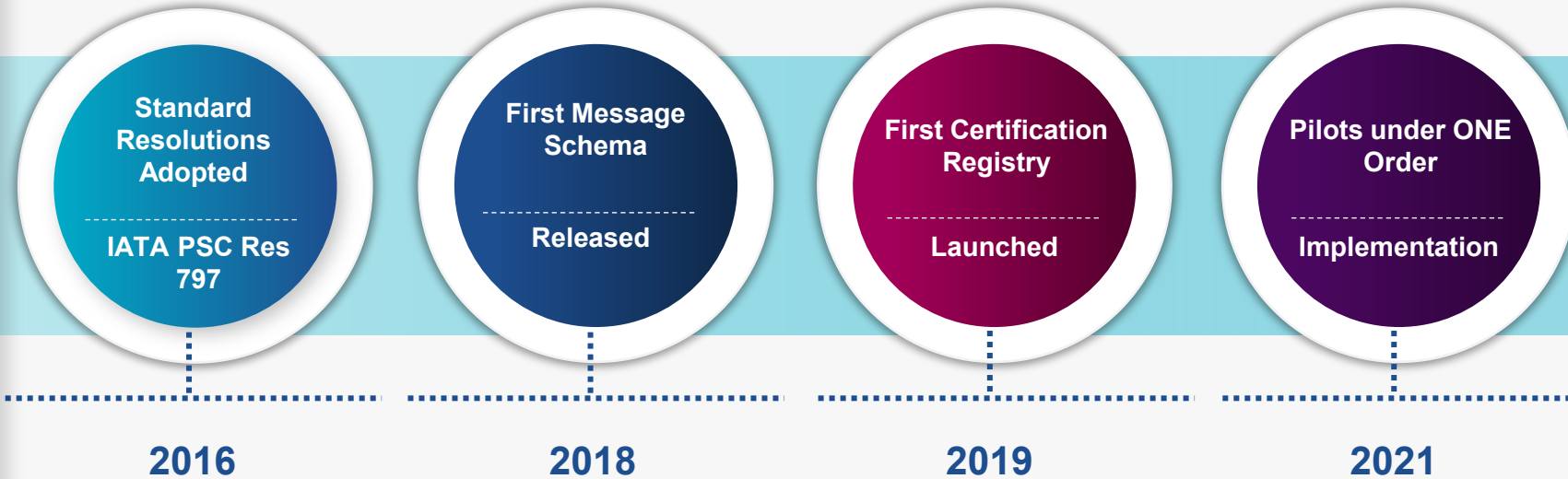
IATA Initiatives

Initiative

- 1.- NDC Offers & Orders
- 2.- Dynamic Offers
- 3.- Fulfilment with Orders (ONE Order)
- 4.- Interlining with Offers & Orders SRSIA
- 5.- Virtual Interline
- 6.- Settlement with Orders

HERE

ONE Order adoption



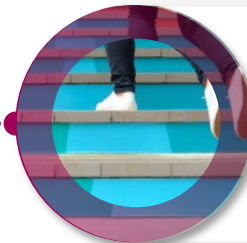
ONE Reference. ONE Process. ONE Industry

Challenges of ONE Order



Large-scale transformation (Airline Level)

Airline internal processes & procedures
Encompasses organizational restructure



Multi-stage process (Industry Level)

Multiple participants in the travel value chain
Airlines, passenger service system suppliers, airline e-commerce, platforms, travel agents, GDS and other



Long adoption period (Industry Level)

Ful adoption
Multi-year considerations

There are multiple NDC versions

Functionality	Cod Funt	Group	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Shop for Flights	SHPFLLT	Shop	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Multi City/Open Jaw Itineraries	SHPOPE	Shop	17.2	18.1	18.2		19.2	20.1		21.1	21.3
Returns Flights Operated by Other Airlines	SHPITL	Shop	17.2	18.1	18.2		19.2	20.1			21.3
Affinity Shopping	SHPAFF	Shop	17.2		18.2						
Comparative Shopping for Flights	SHPCMF	Shop	17.2				19.2				
Shop For or with Ancillaries	SHPANC	Shop	17.2	18.1	18.2	19.1	19.2	20.1		21.1	21.3
Additional Airline Supplied Ancillaries (e.g. meals, WIFI, lounge, insurance, priority boarding, etc.)	SHPAN2	Shop	17.2	18.1	18.2	19.1	19.2	20.1			21.3
Additional 3rd Party Ancillaries (e.g. bag pick-up, mobility device, lounge, insurance)	SHPAN3	Shop	17.2	18.1	18.2						
Transportation Ancillaries (bus, train, etc.)	SHPMOD	Shop	17.2		18.2		19.2				
Use of Airline Taxonomy (no use of SSRs or RFIC/RFISC codes)	SHPSRV	Shop									
Comparative Shopping for Ancillaries	SHPCMA	Shop	17.2	18.1							
Seat Options	SHPSTO	Shop	17.2	18.1	18.2		19.1	20.1	20.2	21.1	21.3
Seat Map and Availability	SHPSTA	Shop	17.2	18.1	18.2		19.2	20.1	20.2	21.1	21.3
Seat Map and Price Points	SHPSTP	Shop	17.2	18.1	18.2		19.2	20.1		21.1	21.3
Personalize Offers Based on Passenger Type, Loyalty Programs or Other Agreements	SHPPER	Shop	17.2	18.1	18.2			20.1		21.1	21.3
Airline Offers with Localization (offers in local languages or currencies)	SHPLoc	Shop	17.2	18.1	18.2			20.1			21.3
Customer Touchpoints / Device Types	SHPDVC	Shop									
Construct Bundled Offers	SHPBND	Shop	17.2		18.2		19.2				
Dynamic Bundling Generation Based on Shopping Context	SHPDYN	Shop									
Pre-defined Price Points with Dynamic Price Adjustments	SHPREV	Shop									
Continuous Pricing	SHPCPR	Shop									
Dynamic Price Determination	SHPALG	Shop									
Airline Offers Including Discounted Benefits and/or Promotions	SHPDSC	Shop	17.2	18.1	18.2						21.3
Rich Media Included in Offers	SHPRMD	Shop	17.2	18.1	18.2		19.2				21.3
Offer Conditions and Restrictions	SHPOR1	Shop	17.2	18.1	18.2	19.1	19.2	20.1			21.3
Offer Restrictions	SHPOR2	Shop									

NDC includes 22 order- related messages

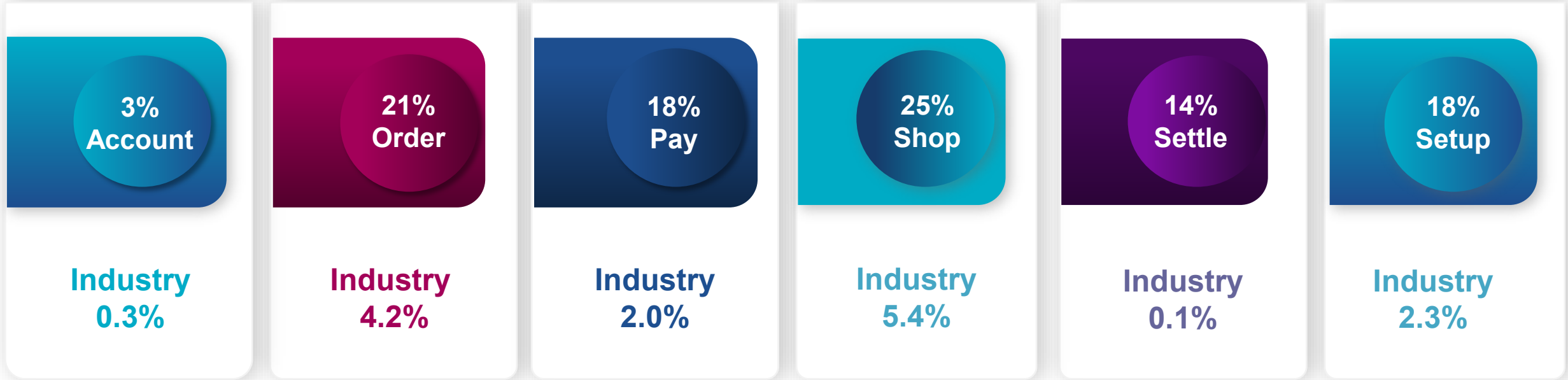
NDC Capabilities by Group Type (performed by users)											
Functionality	Cod Funt	Group	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Accounting Order Sales Information Reporting	ACCREP	Account	\		18.2						21.3
Accounting Order Sales Reporting with No Tickets and EMDs	ACCRES	Account			18.2	19.1	19.2	20.1	20.2		
Order Status Change for Revenue Recognition	ACCSTS	Account			18.2	19.1	19.2	20.1	20.2		
Functionality	Cod Funt	Group	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Create Order Without Payment	ORDWPM	Order	17.2	18.1	18.2	19.1	19.2	20.1		21.1	21.3
Order Creation With Instant Payment	ORDCRE	Order	17.2	18.1	18.2		19.2	20.1			21.3
Order Creation Without Tickets/EMDs	ORDCWT	Order									
Ability to Indicate Masked Prices	ORDMSK	Order						20.1		21.1	
Seller-Initiated Change to an Order Requiring a Reshop	ORDRSH	Order	17.2	18.1	18.2	19.1	19.2		20.2		21.3
Reshopping for Ancillaries	ORDRE2	Order	17.2	18.1	18.2						
Names Changes/Corrections Through Reshopping	ORDNAM	Order	17.2				19.2				
Seller-Initiated Change to an Order Not Requiring Reshop	ORDPAX	Order	17.2	18.1	18.2		19.2			21.1	
Cancel OrderItem	ORDCAN	Order	17.2	18.1	18.2		19.2				21.3
Cancel Full Order	ORDCA2	Order	17.2	18.1	18.2		19.2	20.1	20.2		21.3
Order Information Upon Request	ORDRET	Order	17.2	18.1	18.2		19.2		20.2	21.1	21.3
Historical Information on Orders	ORDHIS	Order	17.2		18.2	19.1	19.2	20.1	20.2		
Order Information on Multiple Orders	ORDLST	Order	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Notification of Airline Initiated Changes on an Order	ORDOCN	Order	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	
Notification with Advanced Features	ORDOC2	Order							20.2		
Order Management for Groups	ORDGRP	Order	17.2		18.2						
Order Notification for Fulfillment of Services with no Tickets and EMDs	ORDDEL	Order			18.2	19.1	19.2		20.2	21.1	
Order Status Change for Service Delivery	ORDSTS	Order			18.2	19.1	19.2	20.1	20.2	21.1	
Order Notification for Fulfillment of Services to the Seller	ORDST2	Order									

NDC
also includes
payment-
related
messages

Functionality	Cod Funt	Group	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Pay Using Settlement Platform	PAYSET	Pay		18.1	18.2		19.2	20.1			21.3
Pay Using Customer Card	PAYCPC	Pay	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Pay Using Payment Gateway	PAYGTW	Pay									
Pay Using Vouchers	PAYVCH	Pay									
Pay for an Existing Unpaid Order or Order Items	PAYORD	Pay	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Refund Amount for Any Change to an Order	PAYREF	Pay	17.2	18.1	18.2		19.2				
Pay Using Mixed Payment Instruments	PAYMIX	Pay	17.2		18.2						
Airline Authenticates Payer (3D-Secure v1)	PAY3D1	Pay	17.2								
Seller Authenticates Payer (3D-Secure v2)	PAY3D2	Pay	17.2	18.1							
Payment Transaction Summary	PAYSUM	Pay	17.2	18.1	18.2		19.2				21.3
Payment Recovery	PAYRCV	Pay	17.2	18.1			19.2				
Disclosure of Commission	PAYCOM	Pay	17.2								
Commitment for Clearance of Commission	PAYCMT	Pay									
Functionality	Cod Funt	Group	17.2	18.1	18.2	19.1	19.2	20.1	20.2	21.1	21.3
Payment Clearance Capture and Notification	STTCAP	Settle				19.2		20.1	20.2		21.3
Payment Summary Management	STTSUM	Settle						20.1	20.2		21.3
Payment Clearance Cancellation	STTCAN	Settle									21.3
Payment Clearance History Management	STTHST	Settle							20.2		21.3

Industry State Progress – Schemes currently used

Airline Retail Maturity index report 2023-03-16



14.2%

Implementation (Industry Level)

Group	Account	Order	Pay	Shop	Settlement	Setup
Airline	0.1%	1.9%	1.2%	2.9%	0.0%	2.0%
Seller	0.0%	0.4%	0.1%	0.3%	0.0%	0.0%
System Provider	0.2%	2.0%	0.8%	2.2%	0.1%	0.3%
Progress by Group	0.3%	4.2%	2.0%	5.4%	0.1%	2.3%

Airlines have stated they will move to ONE Order

Lufthansa & Lufthansa Group Airlines

“The airline group has also announced its intention to move all its business to Orders and to retire PNRs, tickets, and EMDs by the **end of the current decade**. It is the first major group to set a concrete target for the move and it follows an extended period of developing its capabilities around offers.”

T2RL December 2022 Report

Finnair

“...The NDC exclusive content and surcharges to ensure we phase out Edifact by end of 2025 at the latest..”

T2RL January 2022 Report

Impact of ONE Order and Transition Path

Interim steps – Initial Draft by IATA and ATPCO

Items impacted	Initial Transition (including workarounds)	Tactical end state (some legacy may remain)	Pure end state (no more legacy)
Product	Fares & Rules RBD	ATPCO Min/Max Fares RBD for downstream systems	Product Catalog
Pricing & Distribution	ATPCO pricing engine with price adjustment	Priced Available Offers	Dynamic Offers No availability display
Shopping	Low fare search	Low fare with attributes	Attribute based search using Product Catalog
Ticketing	TKT with FCMI standard or ATPCO Order posting	No EMDs 'Order Changer' with History	Orders
PNRs	PNRs = Orders		Orders
Interlining	<i>Re-used today's capability</i>	Interline Settlement value	O&O Interlining with SRSIA and Supplier Catalog
Accounting	<i>Re-used today's capability</i>	Values at offer time -> applied in accounting (no reprocess) 100% automation of tax reissue, refunds	

Summary of Document prepared by IATA and ATPCO "Supporting the Industry transition to offers and orders"
DAC Briefing paper – Appendix I



Supporting the Industry

Transformation priorities and status

ATPCO Long Range Plan Industry Outcomes by 2026

80% Dynamic offers

80% Indirect airline constructed (NDC)

Attribute shopping

Orders with No touch or reprocessing

ATPCO projects supporting the ONE Order initiative

NDC Design Team

- **Definition**
- **Access to source code**

Projects

- **Improved data to drive automation**
 - Airline Product Management Group and Supplier Catalog
 - Airline Order Positioning
 - Tax Reissue/Refund rules (X3)
- **Improved services**
 - Tax Calculator
- **Transition tickets to orders**
 - Integration of Orders into ISR
 - Support conversion to sending/receiving sales data from a new platform
 - Support regulatory process (DOT O&D survey)

Want to
make a
positive
impact?

Support
these
initiatives

Taxes

- Complex tax design team
- Push systems to consume Record X3
- Communicate to IATA Product desire to collapse efforts

Settlement

- Airline Product Management Group and Supplier Catalogue

Sales

- Support conversion to sending/receiving data from a new platform
- Support industry design team on DOT O&D survey

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The foundation of
modern airline retailing

atpco.net