

ONE Order

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Industry today

Retailing

Customer experience

More content & Products

Digital

Personalization

More ancillaries

Paper

Complex

Friction

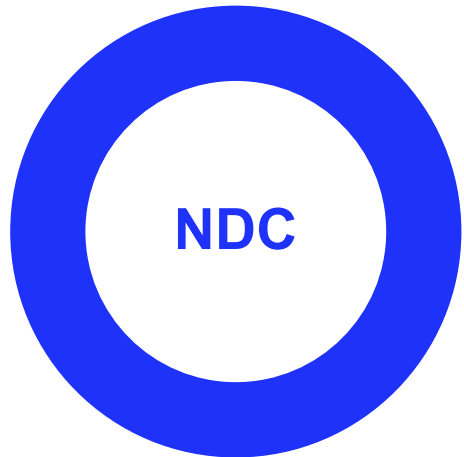
Fragmented

Commoditization

Processes



NDC & ONE Order key industry programs to support Airline Industry Retailing



Enhanced Distribution

- New shopping workflow and retail-style architecture
- Merchandized, contextualized and Dynamic Offers
- New Distribution Channel



Simplified downstream processes

- Unique Customer Order Reference/Receipt
- Standardized retailing solutions simplifying on delivery and accounting
- Facilitate interlining with ticketless carriers

Industry with NDC & ONE Order

ONE Reference



Order Confirmation

OrderID: ABC12347712

Service: ABC12347712-1

Flight 123 GVA-LHR

Service: ABC12347712-2

Priority pass

Service: ABC12347712-3

Lounge access



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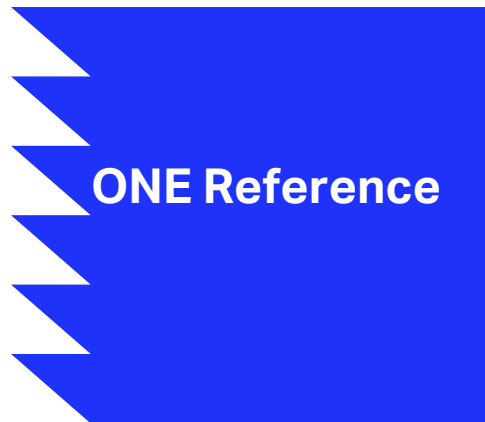
Lounge access

Deliver

Accounting



ONE Order in a nutshell



Our mission: **support the value chain in retailing transformation**

ONE Reference

- Consistent **communication** between airlines, travel partners and service delivery suppliers
- **Improved** customer service



Simplified ecosystem

- **Modernize travel ecosystem** to cater with **digital** processes
- **Facilitate** product delivery with real time tracking of services
- **Reduce** processes and systems **complexity**



Expanded partnership

- **Connect** with wider industries and enable **greater interoperability**



- **Take travel retailing to the next level**

Industry tomorrow

Customer experience

Retailing

More content & Products

Analytics

Digital

Opportunities

Personalization

More ancillaries

New models

ONE Single source of truth

Real time

Value chain collaboration

Simplification

New business capabilities

Frictionless



Thank you

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