

The Future of Retail

Charting Success by Transforming
the Customer Experience

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PART 01

INTRODUCTION

A closer look at the new retail frontier

In today's fast-paced markets, you must continually transform business to stay ahead. Waiting to see what competitors will do—or simply moving forward as usual—will mean falling further and further behind.

No matter the industry, it's more important than ever to find new ways to capture category leadership positions. Modern retail transformation is the airline industry's next frontier—the way to sustainable growth. But creating a new model that's technology-driven, data-centric, and customer-friendly is no easy task. It requires a technology and travel partner to help chart, navigate, and guide the retail journey—and new processes that come with it.

Bringing the airline retail vision to life requires a reset across the industry—a careful readjustment of people, organizations, processes, technology, standards, and data management. That's because we can't build new things using old



Improve margins



Generate revenue



Reduce operational costs



Win customer loyalty



Increase cart size



Eliminate manual steps with automation



Provide teams with key retail insights



Make informed, data-driven decisions

ways. The shift to retailing with offers and orders will require modernized capabilities and skill sets, and close collaboration across stakeholders.

Keep reading to see exactly how to start the transformation journey—with a proven approach that's driven decades of innovation successes across aviation and travel.

Ready to transform retail experiences? Let's get started.

PART 02

THE ROADMAP

The roadmap to retail transformation

You may be unsure of where or how to start the journey to modern retailing—overwhelmed by requirements across departments, internal processes, and legacy or entrenched technology.

But there's no need to “eat the whole elephant” all at once. Instead, focus on the process step by step—methodically and incrementally identifying, implementing, and integrating new ways of working as required to achieve specific retailing goals.

While it may be difficult to adopt this mindset, taking these small steps to modernization makes it easier to identify and achieve early “big wins,” and maintain the momentum required for future retailing endeavors.

Identify. Implement. Integrate.

Modern retail transformation is a marathon, not a sprint.

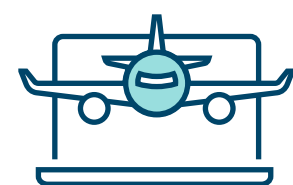
In this roadmap, we'll cover exactly how to start the transformation journey—with a proven approach that's driven decades of innovation successes across aviation and travel.



Take a look at the future of customer, airline, and employee experiences

Craft the business case

A successful retail transformation starts with an examination of current processes, systems, and technologies in relation to your short- and long-term business goals. We cover questions like:



Where is your airline currently, and where is it headed? What is your time frame for completing desired transformation goals?



Which areas of your airline, such as pricing, delivery, or offers, show opportunities for short- and long-term improvements? Do some areas need to be prioritized over others?



Which areas are ready to incrementally implement innovative change now? Which need to evolve, or be completely replaced?

Develop an actionable work plan that shows the steps required to achieve specific goals, including roles and responsibilities of all participants—inside and outside the organization—and detail timing and expenses. With this plan, you'll begin to illustrate the value of modern retailing investments, realizing them one new service, feature, benefit, or outcome at a time.

GO DEEPER

Outline what executives, personnel, and customers can expect once complete. Choose the right partner to help you translate opportunities into technology needs.

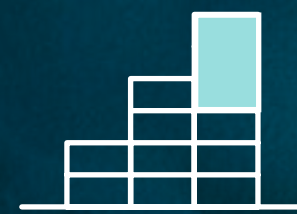
Valuable modern retailing opportunities at a glance



Optimized
distribution mix



Diversify sourcing
and regain control of
all channels



Enhanced revenue
management



Implement more dynamic
pricing, create bundles,
and optimize them to
complete offers and
ensure competitiveness



Better targeting and
engagement of
customers



Personalize and
contextualize offers to
make them inherently more
relevant and valuable



Optimized payment
and fulfillment



Leverage alternative
payment methods
based on customer
preferences



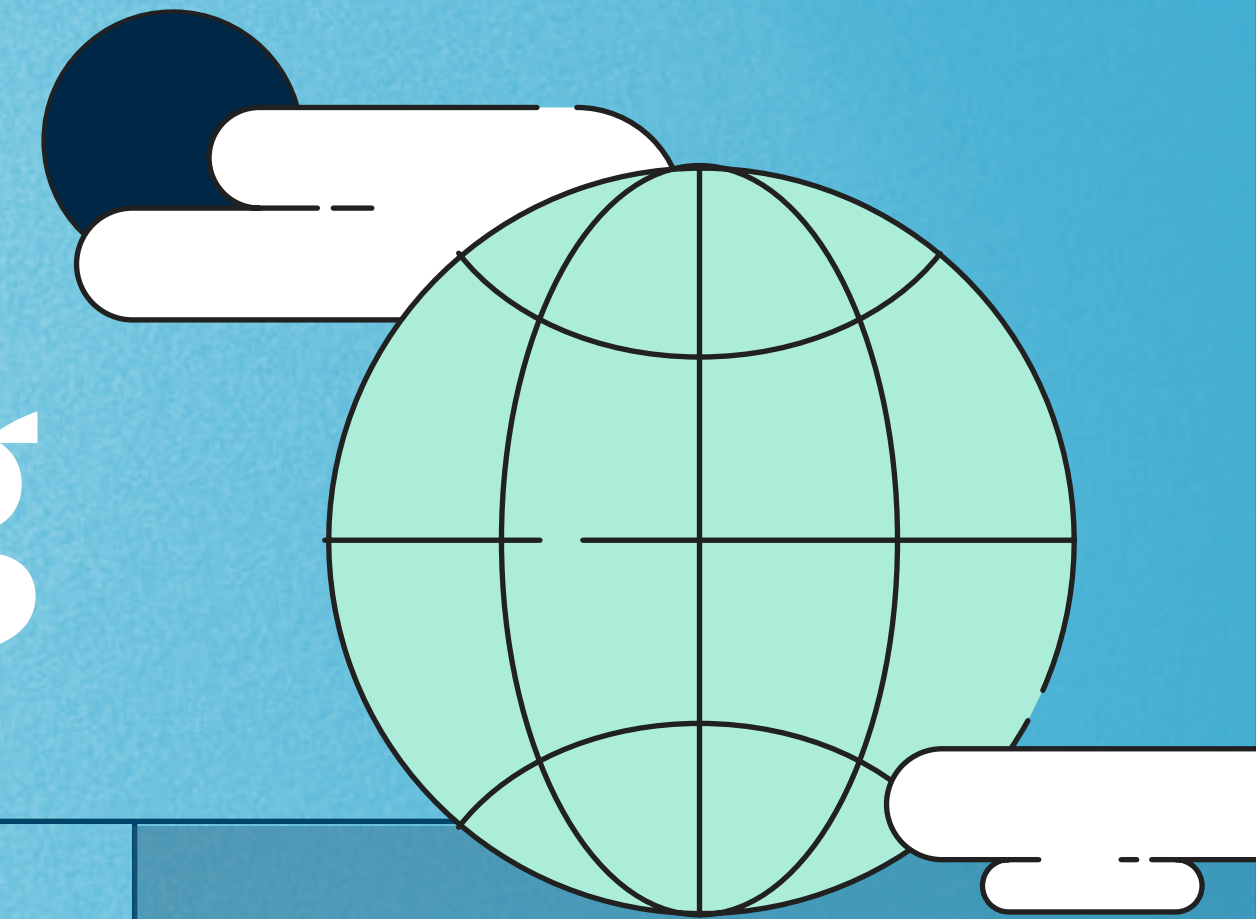
New offers



Develop and
commercialize new
products and services

WHAT IT LOOKS LIKE

Transforming a trip with modern retailing



Keep learning

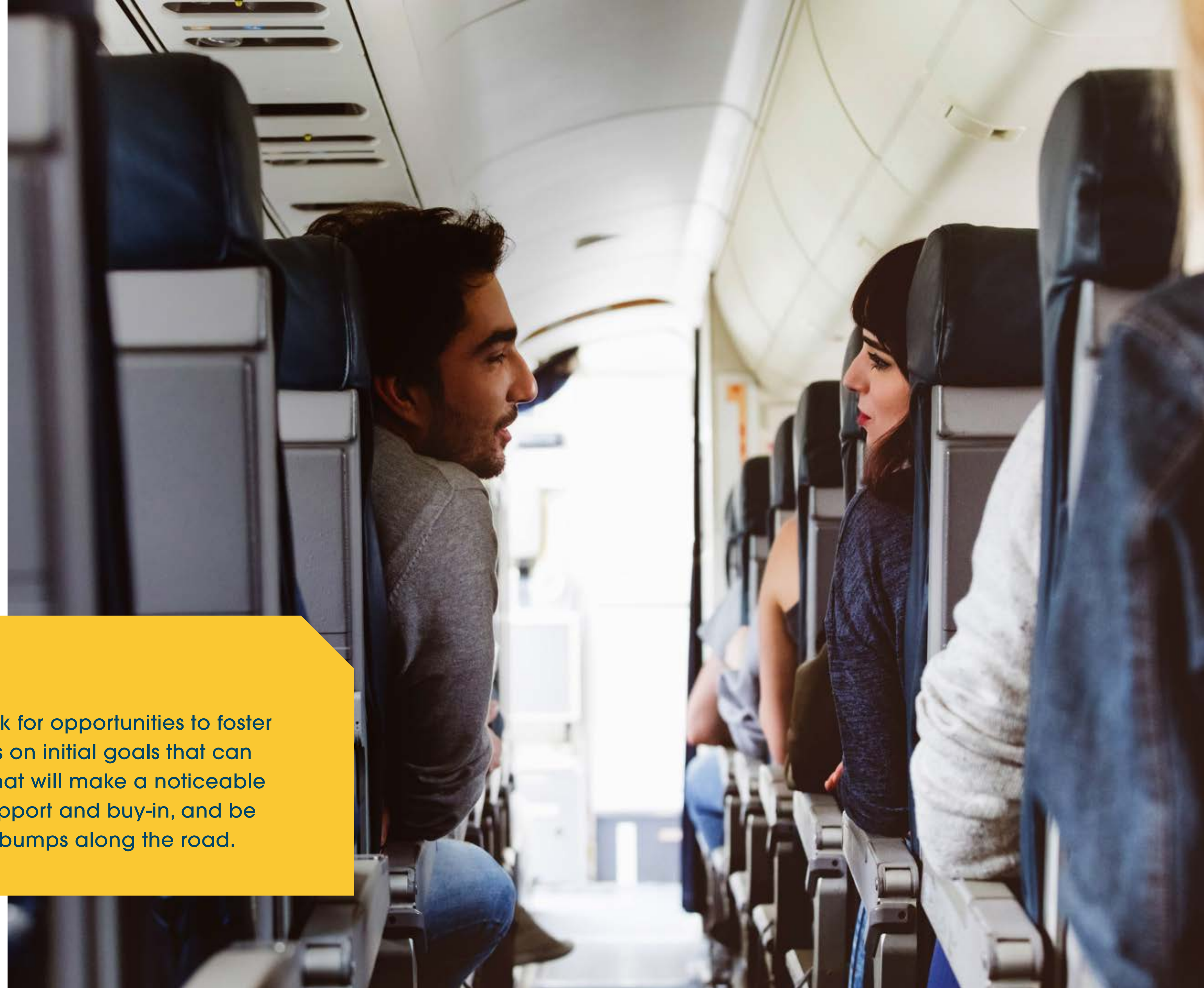
Across every trip, modern retailing can positively impact the buyer journey. From saving booking preferences to managing changes, adding ancillary services, or even providing a single confirmation number for all reservations, customers can reap the benefits of modern retailing and its full integration into the purchase experience. In turn, you'll boost revenue by providing more value, increasing customer satisfaction, and establishing greater loyalty.

Set goals and objectives

As you move forward, set realistic, measurable goals and objectives. This helps maintain expectations, or provide opportunities to exceed expectations, as you work toward the next level. Additionally, a thorough review of people, processes, systems, and technologies ensures the right support is present for achieving these goals.

INSIGHT

Transformation takes time. Look for opportunities to foster sustainable momentum. Focus on initial goals that can be achieved quickly—goals that will make a noticeable difference to build broader support and buy-in, and be supportive of teams if they hit bumps along the road.



Realize impact on short- and long-term bottom lines



Reduce costs and improve operational speed

Reduce maintenance, eliminate manual steps or the personnel required to perform them, and speed operations by automating most key processes with cloud-based retailing solutions.



Enhance customer spend and increase wallet share

Drive more air and non-air purchases (pre-, in-, and post-flight) by offering the right products at the right time—and at the right price.



Improve customer loyalty

Create impact and generate more loyalty with new, personalized services and offerings, and see immediate results from customers via increased purchases of products and services compared to competitors.



Grow market share with essential partnerships

Use partnerships to enhance the shopping experience for current customers—and attract new ones—along with offering access to more destinations and diversifying flight options.



Reduce or remove reliance on third parties

Control all aspects of order and offer creation to deliver a more secure and faster experience, and achieve better margins.



Personalize and optimize targeting

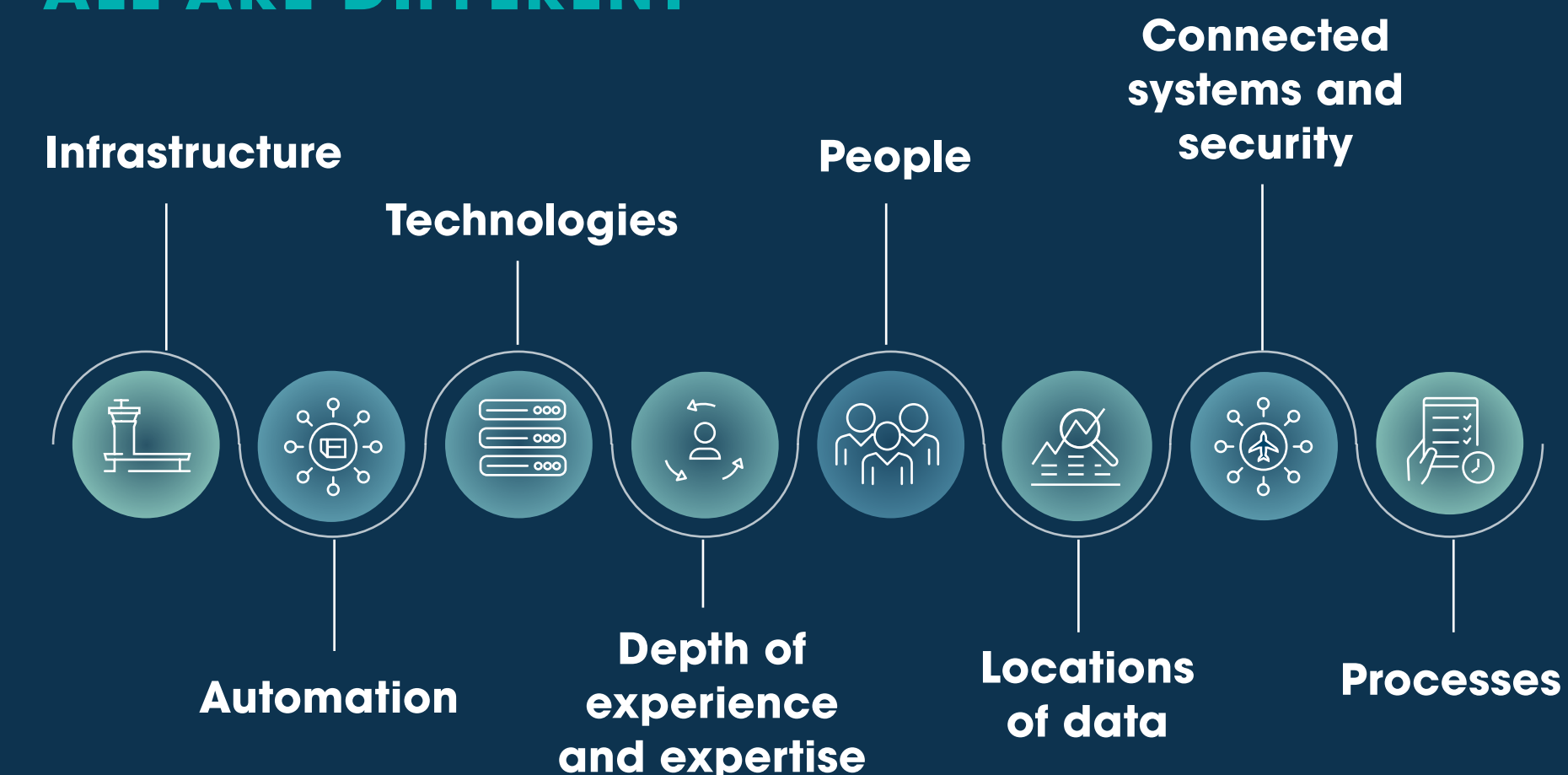
Give customers the closed-loop retailing experiences they expect with personalized shopping and self-service capabilities.

Examine current processes and personnel

Across your entire business, identify the “what,” “who,” and “how” of all assets to determine how to leverage them effectively. The goal should be to clearly understand how each counterpart works, including manual and automated steps in processes, and how personnel responsibilities align.

Keep in mind, this is not a case of simply digitizing existing paper-based systems. It is the modernization and implementation of complete retail processes.

ALL ARE DIFFERENT



Wherever you are in the retail transformation journey, plot the best course for integrating new technologies and ways of working into current-state systems. See the whole picture—to truly understand and prepare for the impact of required changes to overall operations. There is no one-size-fits-all when it comes to turning into a modern retailing juggernaut, as your systems, culture, people, and processes are all unique. And when you decide the right pace to proceed, embracing different paths to overcome your challenges will lead to success.

Assess current data and systems

Since this transformation will profoundly impact your airline, it requires a look at the fundamentals of all current processes. Review all related data and systems to determine whether existing IT infrastructure is equipped to handle new features and functionalities. This step includes an evaluation of customer data and relevant information across all repositories to learn how every system can affect your desired path.

GOAL

Leverage what you have. Don't fix it if it's not broken. Strategically ensure current systems are achieving what's required, and put new systems in place only as needed.



MAKE SURE SYSTEMS WORK HARDER

Achieve interoperability

Systems integrations are key enablers of communication across other networks and applications to facilitate booking processes.

Access the right data and apply it accordingly

Data should be accurate, timely, and meet industry requirements.

Identify and overcome cost barriers

New solutions and processes can be expensive, requiring upfront costs and long-term commitments to adopting the latest technology.

Meet security and compliance regulations

Customer data needs to be protected, and fraudulent activity prevented, and compliance and regulations must be adhered to across solutions.

Reduce confinement to legacy channels

Reliance on legacy results in a lack of control over creation or fulfillment of offers, inability to personalize or customize offers, and limits or inhibits access to rich data that should be leveraged to hyper-target customers.

Define the next steps

Based on close examination of your business, develop a project plan that details every step of the journey, from kickoff to go-live—one that reduces risk and gets you to market faster. By establishing clear objectives, timelines, and personnel requirements, create

a process baseline that's possible to leverage into the future. Define a scope with a complete view of timeline, resources, and budget. And clearly outline the roles and responsibilities of individuals and teams—internally and externally—with key checkpoints along the way.

Create dedicated, cross-functional teams of organizational leaders

Next, establish key contacts within your business to steer offer management strategies. Then, codify processes that impact each department, determining exactly how they communicate and collaborate to drive change—with visibility and accountability in mind.

KEEP GROWING

Assess the needs of the new organization and develop new roles as needed, or are appropriate (i.e. Offer Management Director), and consider ways that positions can be filled with team members who bring expertise across revenue management, data management, marketing, and sales.

Train staff to ensure success

As your modern retailing goals near completion, ensure the successful integration and adoption of new processes and technologies. New systems require staff training, like how to navigate new interfaces, understanding different needs associated with interlining, and adhering to rules and regulations associated with interline agreements.

INSIGHT

Change can be difficult to navigate, so having the right training processes in place for new operations is key to maximizing the value of your investment, and building upon it over time.

Creating lasting impact for your airline and its employees



Addressing the lack of training and adoption

To properly leverage sets of APIs and XML within new solutions, investments in staff training are required for proper implementation, use, and management.



Integrating technology for seamless operations

Siloed systems and different teams that manage base flight products and ancillaries are cumbersome—to avoid significant spend of costs and time, seamless integration with current reservation systems is a must.



See it in action

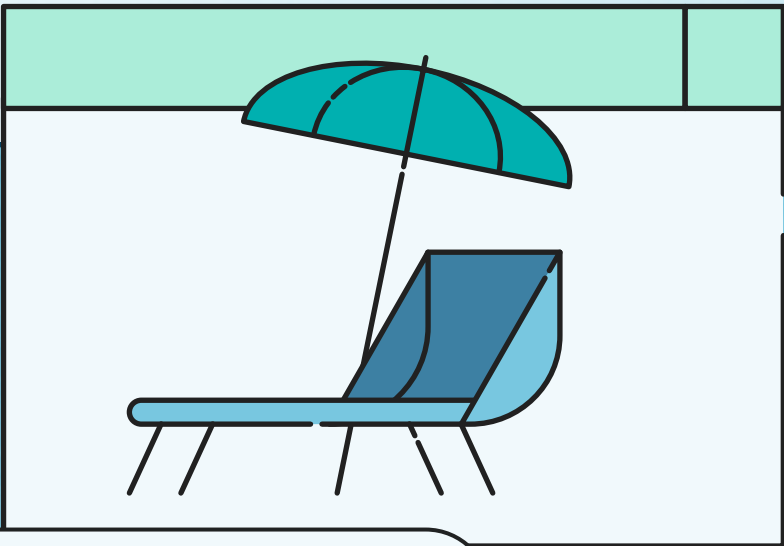
THE RESEARCH PROCESS

Serving travel inspiration

Lisa logs in to her favorite airline’s website, and as a frequent flier and loyalty member, is greeted by name. She is served “Recommended Packages” based on her past trip habits, including fares and destinations, and begins to review a fare and vacation package offering for Kauai.



Dynamic offers and pricing



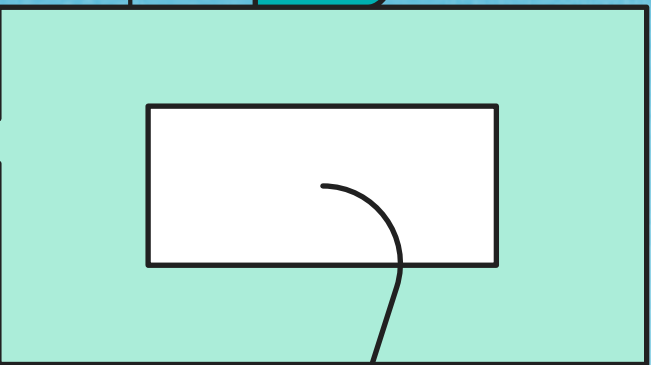
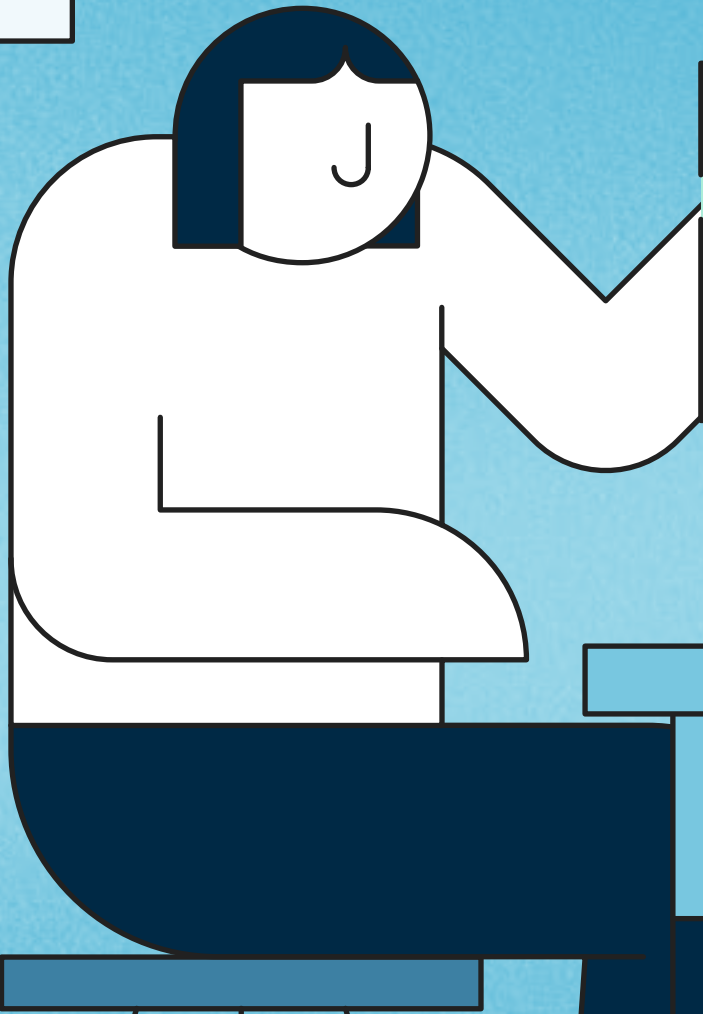
TRAVELERS

4 total
2 adults, 2 teens



SEAT ASSIGNMENTS

Two sets of two
Four in a row



HOTEL RECOMMENDATIONS AND AMENITY PRIORITIES

Marriott properties
Pool
Proximity to the beach



RENTAL CAR RECOMMENDATIONS AND VEHICLE FEATURE PRIORITIES

Convertible for warm weather trips
Roof rack for gear
GPS



ACTIVITY RECOMMENDATIONS, VIA HOTEL AND LOCAL

Luau dinner
Deep sea fishing
Snorkeling excursion
Whale watching

THE RESEARCH PROCESS

Customer choice

Lisa likes what she sees, but wants to go to Maui, not Kauai. She shows her initial recommended island trip highlights to her entire family to get buy-in—noting her ultimate intention of traveling to Maui. She starts planning by addressing the following options.

DATES AND TIMES

- ☒ Travel this year
- ☐ Leave early, arrive late
- ☐ Leave late, arrive early

HOTEL ACCOMMODATIONS

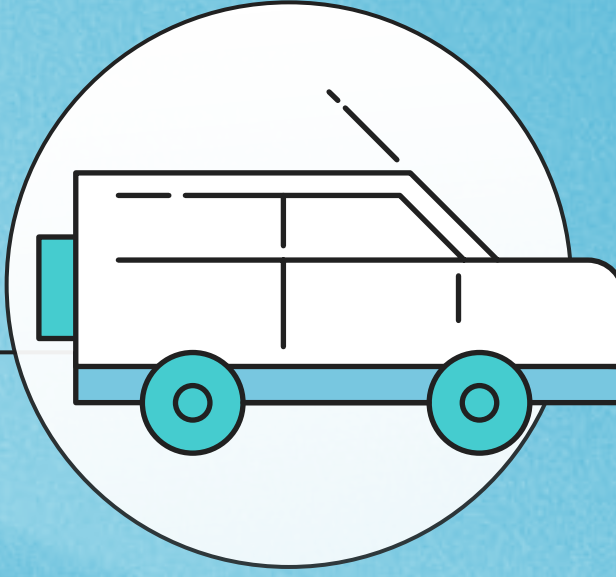
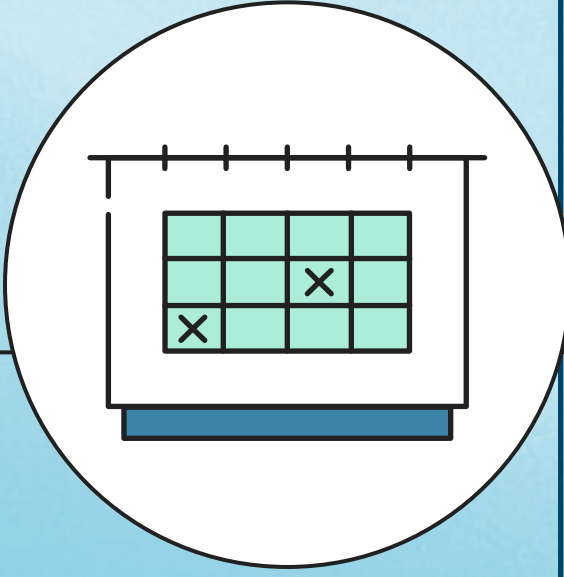
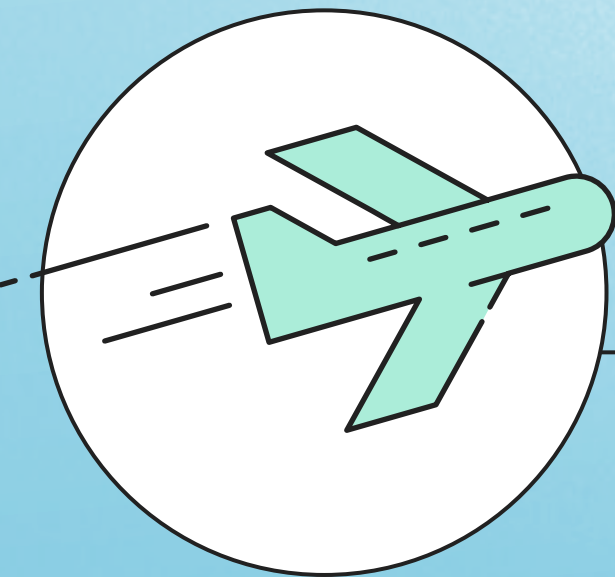
- ☒ Adjoining rooms
- ☐ Continental breakfast
- ☒ Late checkout

CAR RENTAL

- ☐ Convertible top
- ☒ Luggage rack
- ☒ GPS navigation

ACTIVITIES (HOTEL/LOCAL)

- ☐ Deep sea fishing
- ☐ Snorkeling excursion
- ☒ Luau dinner



THE RESEARCH PROCESS

Self-service
itinerary

Based on the family discussion, Lisa revisits the airline’s website to build out her itinerary.

With the updated destination of Maui, the airline now offers and appends specific recommendations, and pre-populates data based on Lisa’s past travel preferences, including names of family members and frequent flier mileage plan numbers, and on “like bookers” (families of four with similar vacation preferences).

*

Interline with offers
and orders

DEPARTURE CITY TO ARRIVAL CITY

 Boston, MA

→

←

 Lahaina, Maui

TICKETS, NUMBER OF PASSENGERS

 Round-trip

 4 passengers

PREFERRED SEAT ASSIGNMENTS

 ☒ Close to front ☒ Two sets of two ☒ Four in a row

FLIGHT TIME RECOMMENDATIONS BASED ON PRIOR PREFERENCES

 ☒ Early morning ☒ No red-eye

STAGGERED FLIGHT OPTIONS BASED ON LAYOVER TIME

 45 minutes to 5 hours



THE RESEARCH PROCESS

Family preferences

Lisa makes updates across all selections, taking into account her family’s discussion about their specific preferences. Let’s explore the flights.



Across these flight options, seats and layovers meet Lisa’s preferences.



Airline ancillaries, and product and service add-ons based on Lisa’s preferences and past purchase behavior

INFLIGHT

4 internet passes

DURING LAYOVER

4 lounge passes

Extra bag added to flight (shopping)

MEAL RESERVATIONS

Fruit plate Bacon sandwich
Ham sandwich Turkey sandwiches

SEAT PREFERENCES

Parents placed in exit row
Teens placed in row together
Family placed in large center row

FROM Boston, MA TO Lahaina, Maui

Leg 1

Depart

BOS

Boston, MA

Wednesday, August 20, 7:00AM

Arrival

SFO

San Francisco, CA

Wednesday, August 20, 6:00PM

Leg 2

Depart

SFO

San Francisco, CA

Wednesday, August 20, 10:30PM

Arrival

LIH

Lihue, Maui

Thursday, August 21, 6:10AM +1

FROM Lahaina, Maui TO Boston, MA

Leg 1

Depart

LIH

Lihue, Maui

Wednesday, August 27, 4:30PM

Arrival

SFO

San Francisco, CA

Wednesday, August 27, 8:30PM

Leg 2

Depart

SFO

San Francisco, CA

Wednesday, August 27, 11:15 PM

Arrival

BOS

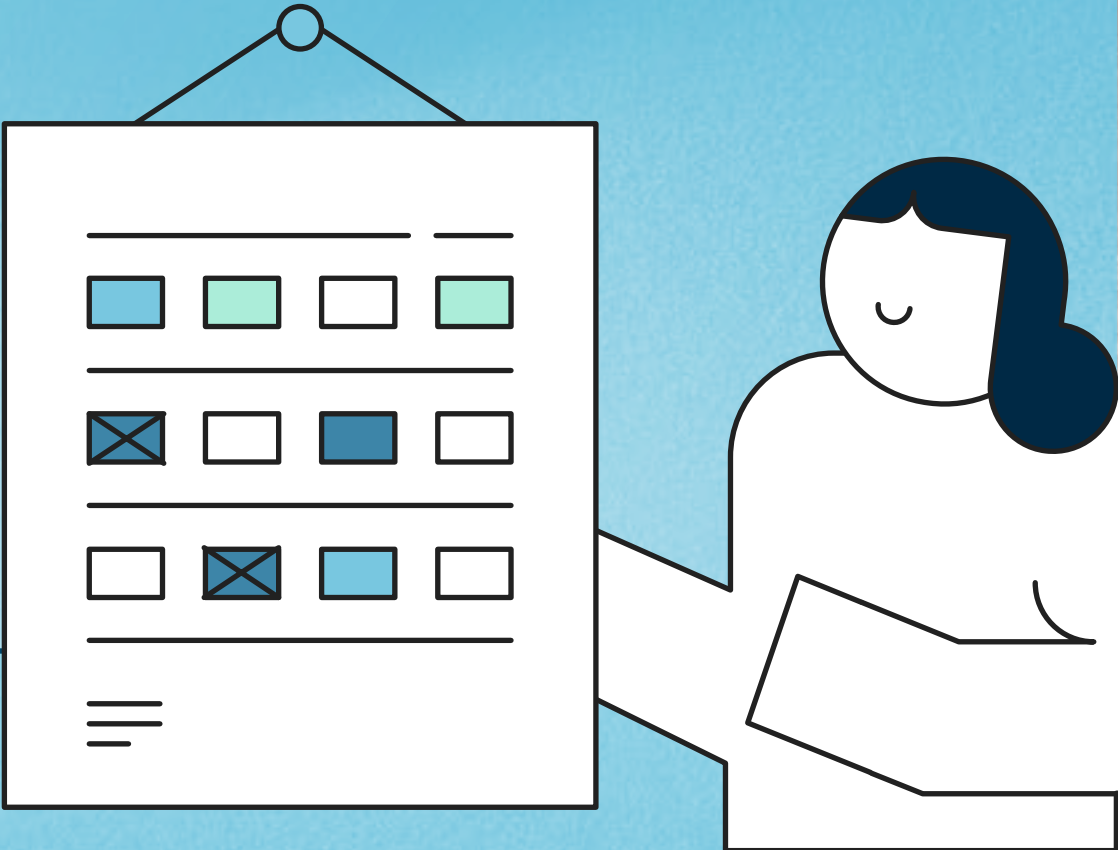
Boston, MA

Thursday, August 28, 5:45AM +1

THE RESEARCH PROCESS

Complete package review

Now that Lisa’s found the right flights and confirmed corresponding details, she can focus on hotel, car rental, and activity options offered by the airline as part of this entire package. The sections pre-populate her family’s preferences. Lisa’s final selections are highlighted.



HOTEL RECOMMENDATIONS AND AMENITY PRIORITIES

- Marriott properties
- Pool
- Proximity to the beach
- Non all-inclusive experience
- All-inclusive experience

ROOM TYPES AND VIEW

- Adjoining rooms
- Same floor
- 1 room king bed
- 1 room 2 queen beds
- Ocean, pool, or garden view

CHECK-IN TIMES

- Early check-in due to early arrival time
- Late check-out due to late departure time

RENTAL CAR RECOMMENDATIONS AND VEHICLE FEATURE PRIORITIES

- Convertible for warm weather trips
- Roof rack for gear
- GPS

Extras

- Insurance
- Add driver
- Pre-fuel for car return

ACTIVITY RECOMMENDATIONS, VIA HOTEL AND LOCAL

Via hotel

- Luau
- Yoga
- Massage
- Spa
- Gym passes
- Beach umbrella and chair spot rental, 3 days

Via local

- Deep sea fishing
- Snorkeling

THE RESEARCH PROCESS

Reservation and pricing peace of mind

Across the booking process, Lisa sees the pricing build transparently—outlining each flight, ancillary, hotel, and rental car, including added costs. To save the details, she reserves the booking for 72 hours. All of her personal and contact information is pre-populated in the reservation form.



SHE RECEIVES

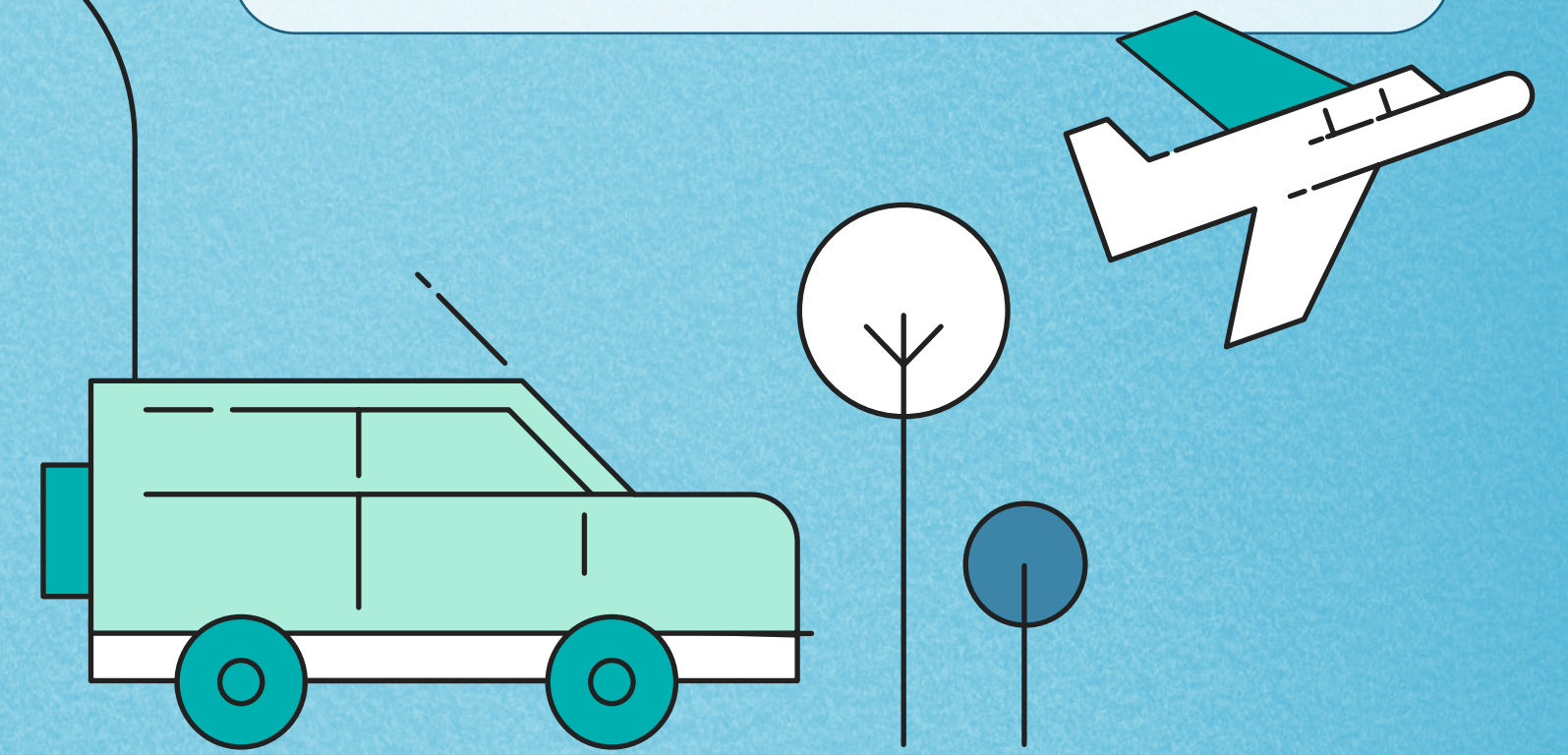
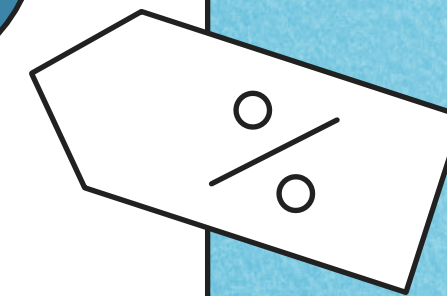
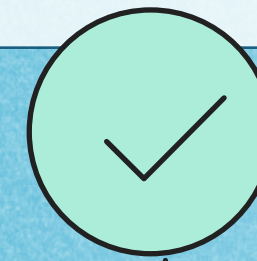
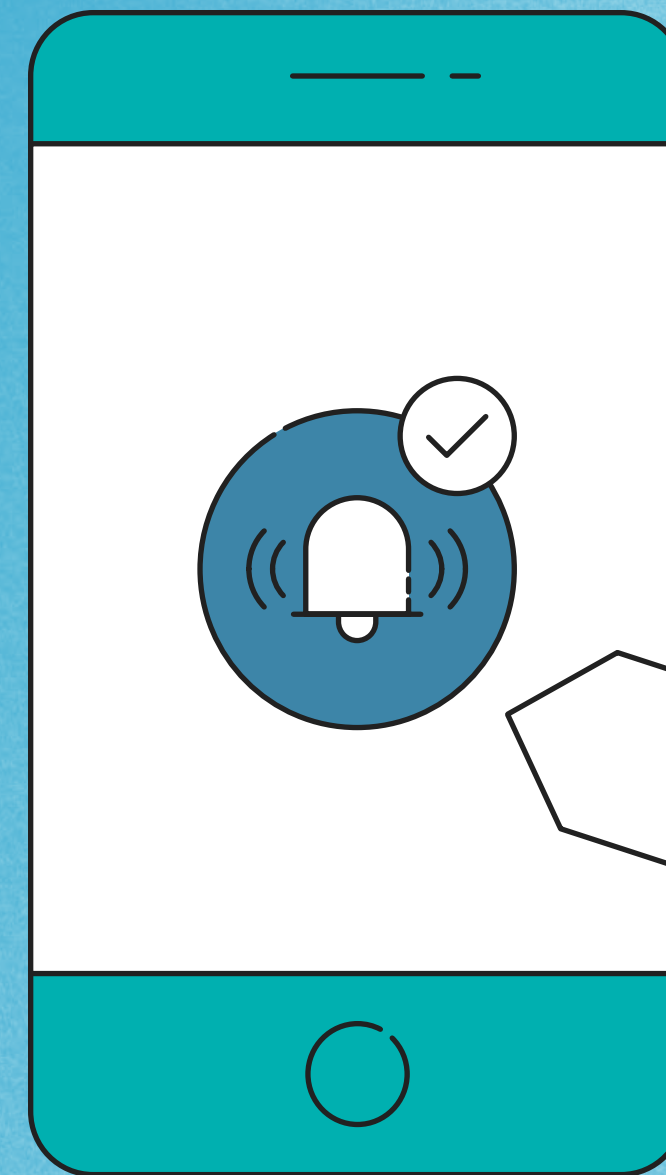


Instant booking confirmation notifications (text, email, application ping)



Alerts that include discounts or new ancillaries based on previous purchase history

- Airport parking at Boston Logan International Airport
- 20% off inflight entertainment package



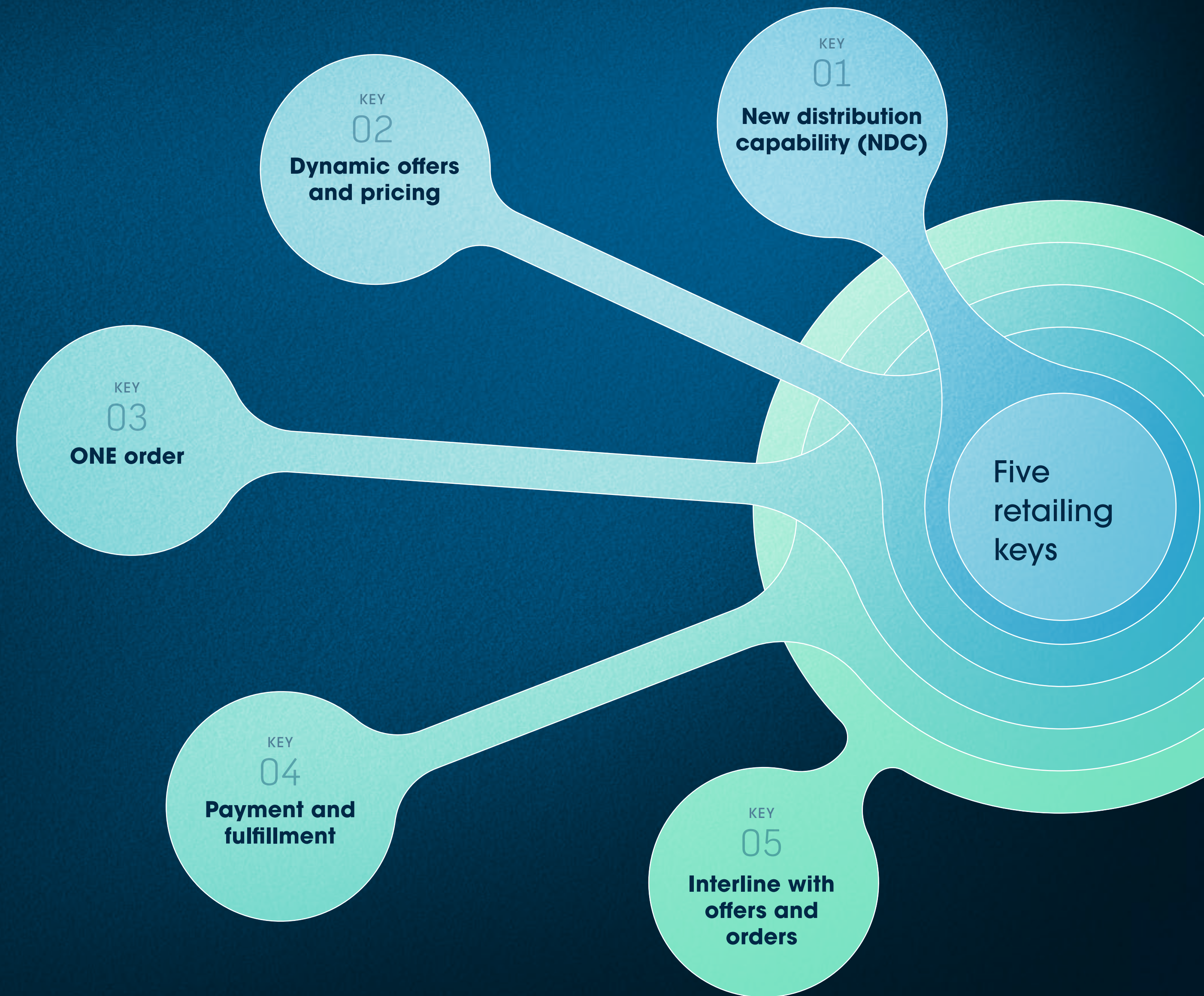
PART 03

THE FIVE RETAILING KEYS

Unlock your complete potential

Let's explore the 5 key initiatives that can help start, or build upon, the momentum of any retailing journey. Each of these initiatives can significantly impact retailing outcomes, and no matter where you start, you'll realize short- and long-term value.

Over time, as you expand, the keys will begin to work in concert—delivering positive outcomes across your airline, including employee experiences. From a customer perspective, leveraging these keys makes it possible to provide completely unique experiences, from planning and booking, to flying and enjoying air or non-air associated products and services.



Improve customer and employee experiences

- **Better understand your customer base**, and deliver more personalized shopping experiences.
- **Provide customers with modern-day “self-service” capabilities**, giving them the peace of mind that options and help are only a click away.
- **Improve loyalty and grow wallet-share** with greater development of customer trust—all thanks to these capabilities.



Reap the internal revenue benefits

- **Set pricing to maximize fare revenue** per passenger while remaining price competitive.
- **Include air and non-air ancillaries** in every offer.
- **Streamline booking processes** with increased automation to improve efficiency and reduce costs.

KEY
01

NDC

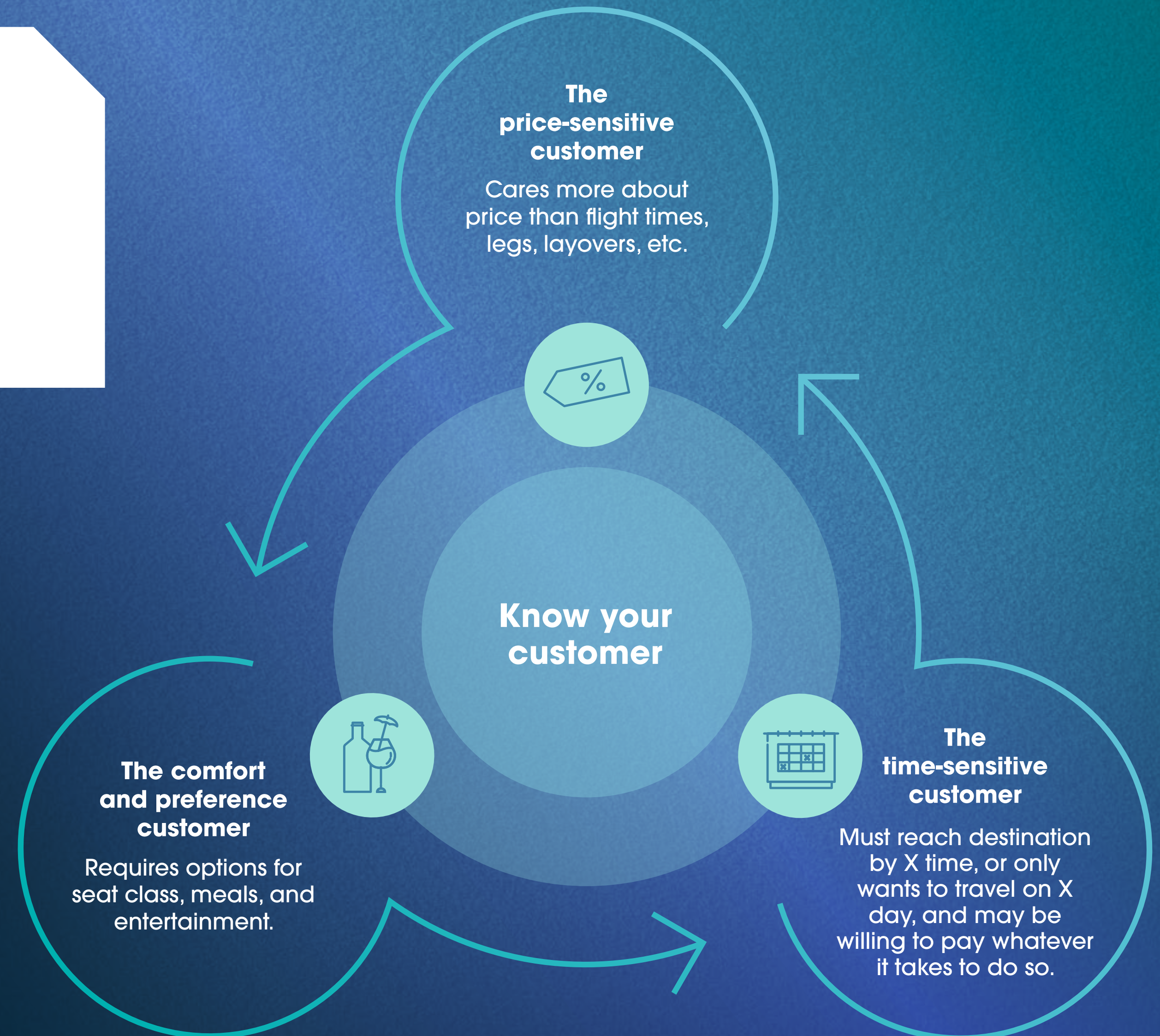
Control and deliver new offer experiences to customers, and change the way you work with customer data

Dynamic offers and pricing

Respond to segment and demand based on travel history and other data

Offer personalized pricing to customers based on specific demands and preferences to more effectively compete. As other real-time demands present themselves across the industry, including criteria like destination, time of year, time of day, special events, and holidays, take full advantage of capacity and improve revenue margins. Adjust fares to ensure that seats are filled, and increase market share by making fares competitive. By using key data points to respond to customers, control offer creation, and cater to specific customer profiles, like those outlined below, in a more targeted way.

See this in action
with a real use case.



KEY 03

ONE order

Simplify and streamline across all touchpoints



Create intuitive employee processes

- * Improve interactions with customers across touchpoints—from inspiration to check-in—with a seamless and personalized journey.
- * In real-time, recognize receivables and liabilities at time of sale, revenue at time of service delivery, and fulfill and service all purchased offers and products. If changes and updates to orders are required, complete them all through one system. This simplifies the process of changing any impacted services within a customer order when recommendation is required.



Achieve better margins

- * Reduce costs associated with manual payments, and provide customers with a more convenient and secure payment experience.
- * Reduce costs associated with disparate IT systems and data sources, and offer an efficient customer experience.
- * Offer airline customers the options to pick from new suppliers and products, like intermodal trip selections, i.e. flight and rail, with simple integration.



Provide a simplified traveler experience

- * Use a single, integrated customer record to remove need for PNRs and separate tickets, and collect money with one way to message, and trigger payment processes, between travel sellers and airlines.
- * Helps track customer preferences and behaviors, which can be used to create tailored offers and promotions that increase customer satisfaction and loyalty.

Find out how simplification helps the customer.



Give employees
time back

Create automated payment
systems to eliminate
manual processes.

Simplify revenue integrity.

Reduce risks of fraud.

Better manage inventory.

Improve customer service to
increase satisfaction and build
loyalty with self-service options.



Help customers
travel lighter

Offer easy booking management
and access to ticketing.

Make checkout easy with relevant
and customer-demanded
payment instruments.

Deliver more payment options.

Create a safer buying experience.

Deliver flight notifications and
other travel information.

Payment and fulfillment

Better manage payment processes, and save
time and money—for entire airline
and customer benefit

KEY
04



Help customers reach new destinations and maximize opportunities

Remove cumbersome steps from all processes with a lightway retail-supplier model.

Mix and match flights from different airlines, and choose from more destinations.

See the availability of ancillary services on supplier-operated segments, like baggage insurance.

Purchase a single-bundled package of air and non-air products at a discount.

Make it easier and faster to make flight changes.

KEY
05

Interline with offers and orders

Give customers endless opportunities, and ensure retailing success

By forming partnerships with other airlines and methods of intermodal travel like rail, it's easy to offer customers a wider range of flights and destinations—and more competitive prices. Additionally, partnerships with non-airline brands, like hotels and rental car companies, give customers even more choices and flexibility. Ancillary services like these are available on partner flights in real time.



Increase revenue with expanded partnerships and smarter solutions

Better manage revenue with the ability to predict and meet customer demand, while maximizing seat availability.

Use new partnerships to streamline flights and all ancillaries, reducing costs, increasing efficiencies, and improving customer experiences.

Implement solutions that reduce manual intervention, and increase the speed of ticket change processing.

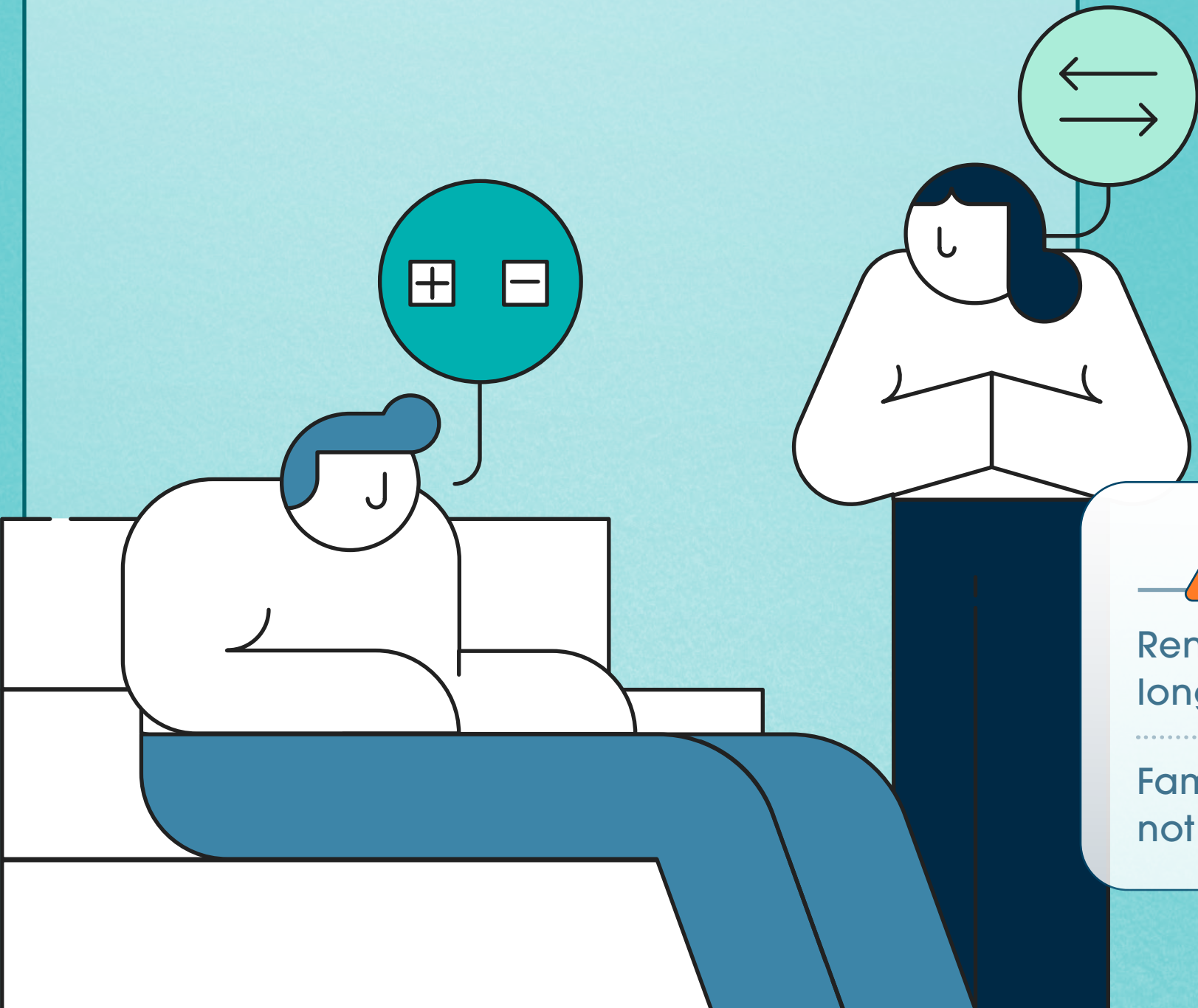
Expand customer bases and resulting revenue by offering more connection options, and reaching more destinations.

See how more options nurture the buying experience.

COMPLETING THE BOOKING

Self-service scheduling

While having dinner, Lisa reviews her reservation to confirm details and make adjustments, as needed, in real time, to accommodate the family’s schedules and other requests.





FLIGHTS



Son has baseball tournament that conflicts with date of departure from Lihue, Maui	>	Initial departure from Boston, MA is shifted back two days
Husband is concerned with layover in SFO due to persistent fog and weather delays	>	Layover city for both legs switched to Seattle, WA (SEA)
Family wants to maximize time on Maui	>	Red-eye flights are selected for SEA to LIH and SEA to BOS legs
Teens don't want to sit with parents for BOS to SEA leg	>	Seats are switched to sit as a pair close to front of plane



HOTEL ACCOMMODATIONS AND ACTIVITIES



Check-in and check-out dates were updated due to son's conflict	>	Hotel is still available, but total cost increases by \$250
Teens don't want adjoining rooms	>	Room is adjusted to same floor, not adjoining
Yoga, spa day, and luau are not of interest, and the family wants more beach spot reservations	>	These activities are canceled, and beach spot rental is increased to 7 days



RENTAL CAR

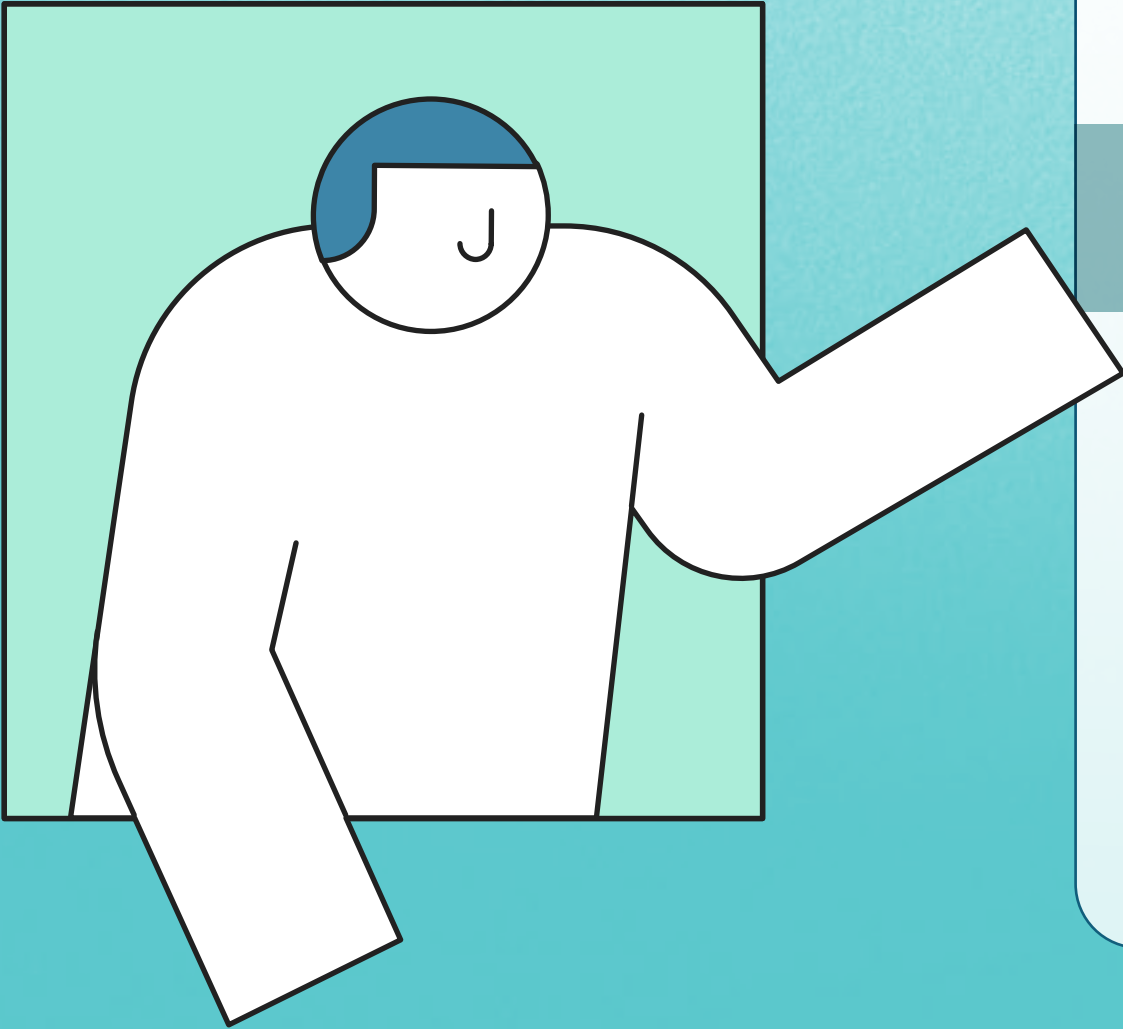


Rental dates changed, so the convertible is no longer available	>	Jeep rental is picked
Family agrees insurance, GPS, and pre-paid gas are not necessary	>	Add-ons removed from reservation

COMPLETING THE BOOKING

Real-time updates

Pricing updates are made on site in real time as Lisa adjusts these details and preferences. There's an offer of applying points to offset the cost of her purchases.



FLIGHTS

- ☐

All pre-ordered meals

\$25/meal

3.5K pt
- ☐

1 round-trip ticket

30K pt
- ☒

Lounge passes

\$100/each

3.5K pt
- ☐

Internet passes

\$15/each

2K pt
- ☐

Entertainment packages

\$10/each

1.5K pt
- ☐

Extra bag

\$25/each

2K pt

HOTEL ACCOMMODATIONS AND ACTIVITIES

- ☐

1 room for 1 night

\$315/night

20K pt
- ☐

Early check-in or check-out per room, per day

\$250/day

5K pt
- ☒

Yoga class per person

\$150/person

5K pt
- ☐

Massage or gym pass per person

(\$200/person)

10K pt

RENTAL CAR

- ☐

One week rental

\$640/week

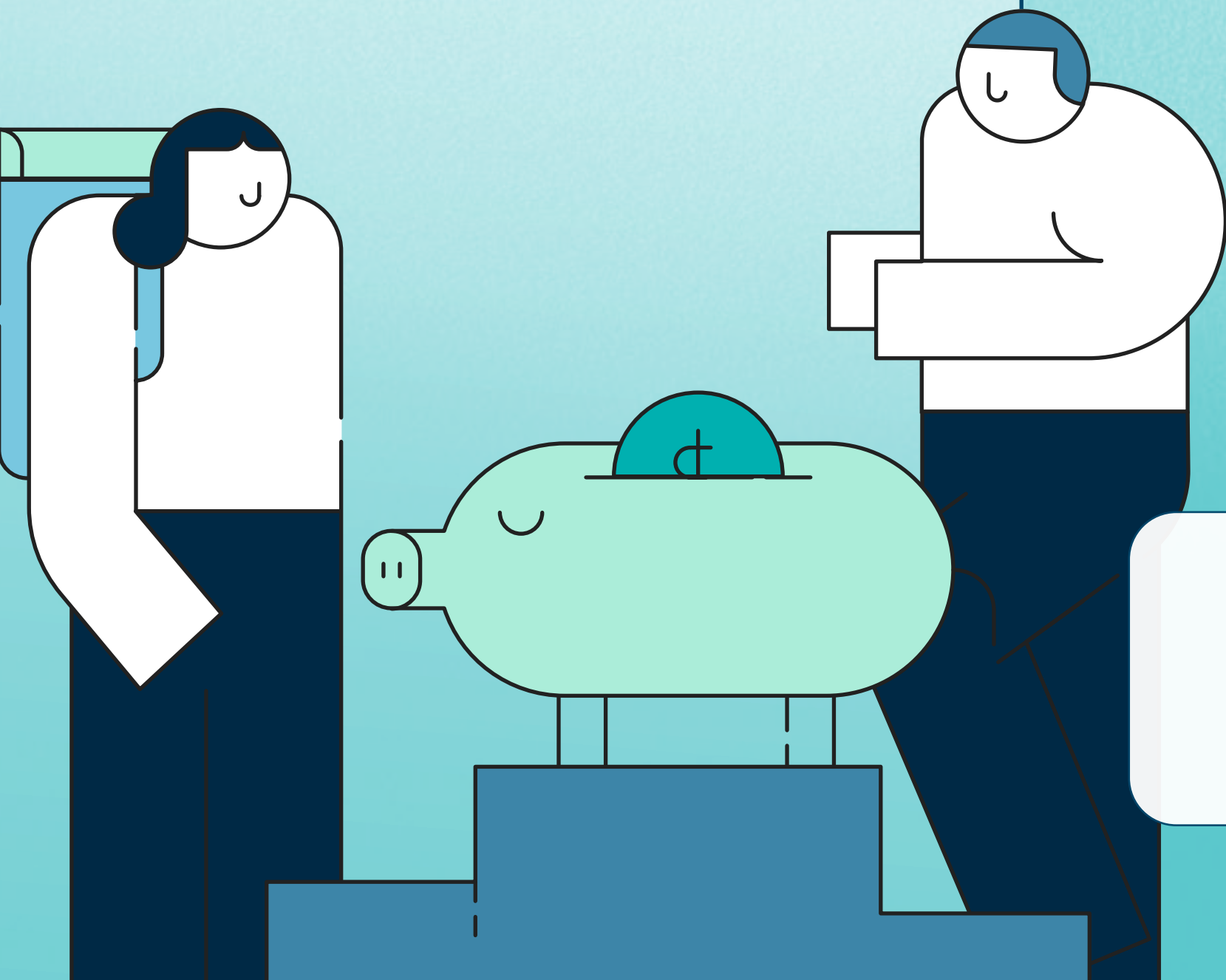
35K pt



COMPLETING THE BOOKING

Applying points

Since Lisa has points available, she reviews options with the family and decides to apply points to reduce the overall trip cost.



FLIGHTS

- 4x lounge passes

\$100/each

40K pt
- Extra bag

\$25/each

2K pt
- 4x internet passes

\$15/each

8K pt

HOTEL ACCOMMODATIONS AND ACTIVITIES

- Yoga class per person

\$150/person

10K pt
- 2x massage or gym pass per person

\$200/person

20K pt

RENTAL CAR

- One week rental

\$640/week

35K pt

Total savings from points in dollars

\$1,925

Total points used

115K pt

COMPLETING THE BOOKING

Completing the purchase

Lisa is now satisfied with all arrangements, and has confirmed the accuracy of all details with her family.

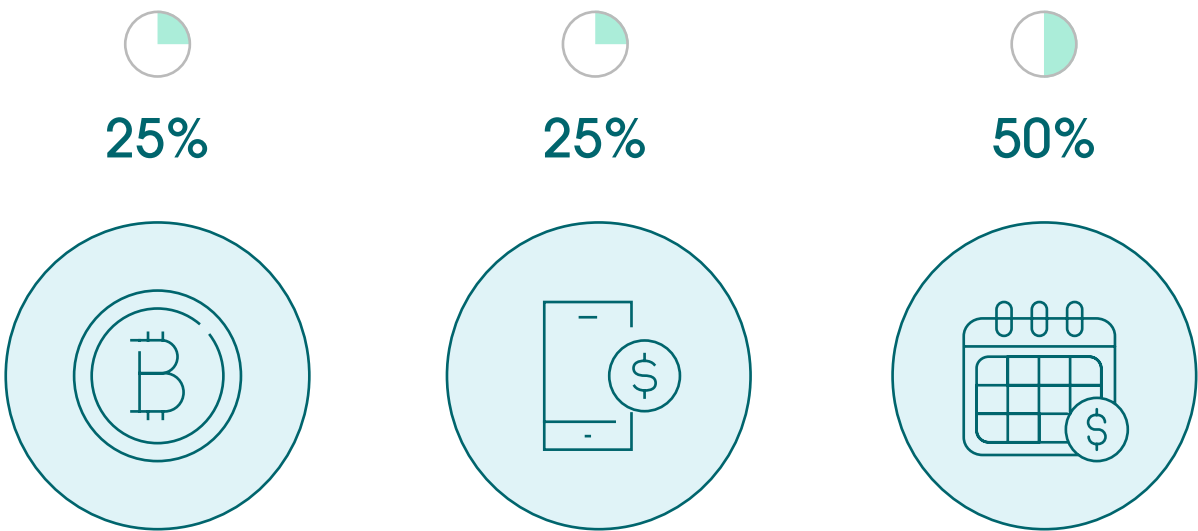
*

All touchpoints covered

1

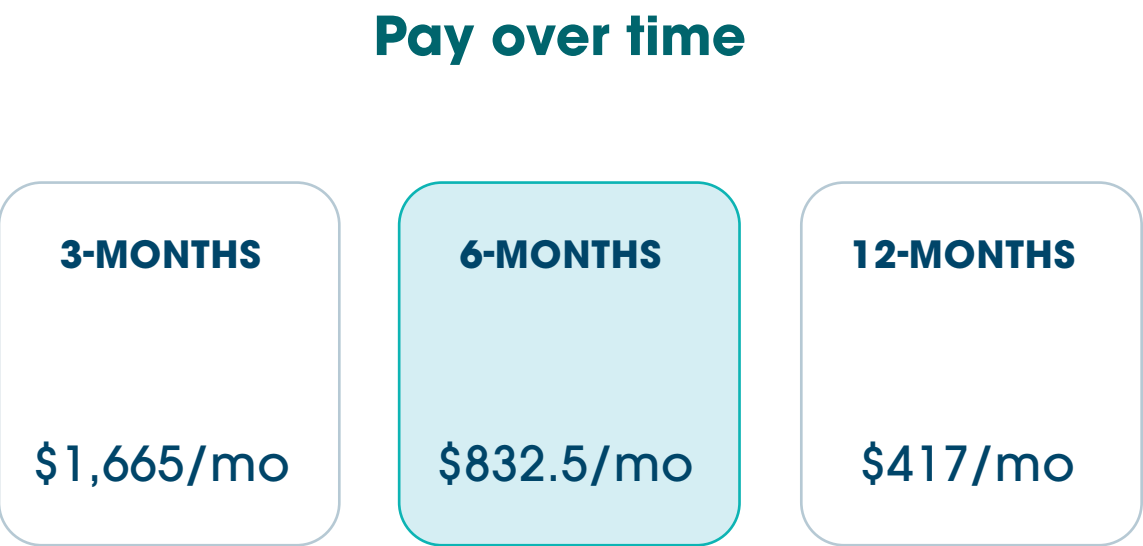
She has several payment options available, including cryptocurrency, Apple Pay, and monthly payment plans.

She decides to pay 25% with Bitcoin, 25% with Apple Pay, and 50% via a monthly payment plan.



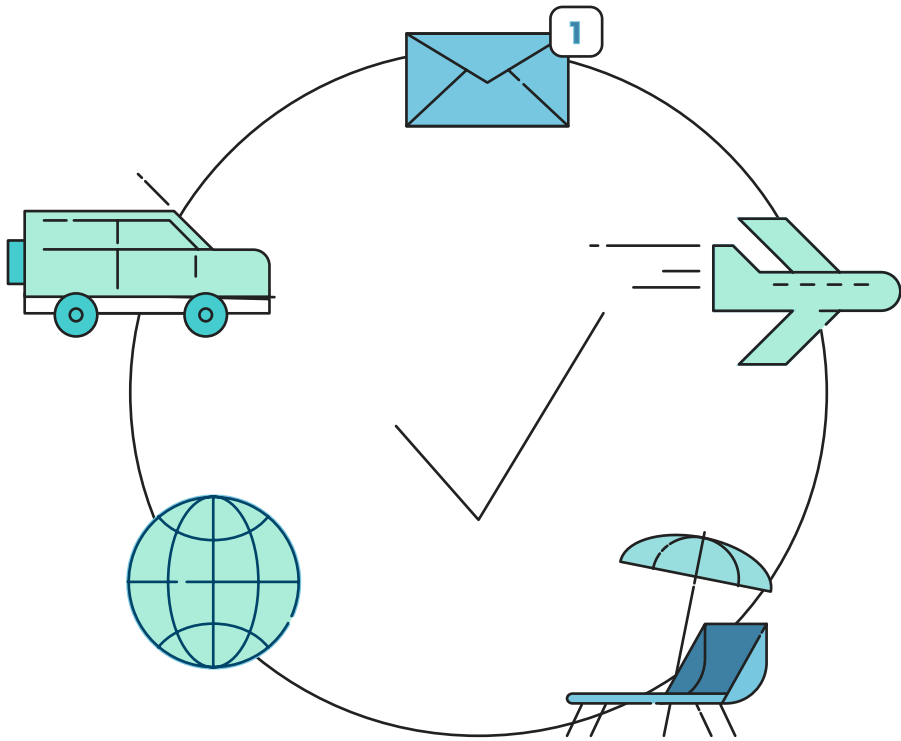
2

The payment screen displays all available options, and which amounts apply to each form of payment. Lisa's cryptocurrency wallet and Apple Pay information pre-populates in the system, and remaining payment options deliver 3-, 6-, and 12-month payment plans.



3

After reviewing her payment selections, Lisa purchases the trip. She receives one confirmation code associated with all trip details, including flight, hotel accommodations, activities, and rental car. And can use it to communicate with a single contact if any details of her trip need to be updated in the future.



COMPLETING THE BOOKING

Post-purchase personalized alerts

With instant notifications, Lisa can make additional purchases and adjustments across future and day-of reservations. Her single booking confirmation covers all counterparts of her trip, making self-service possible, and giving Lisa one place for any customer service needs.

Three weeks prior

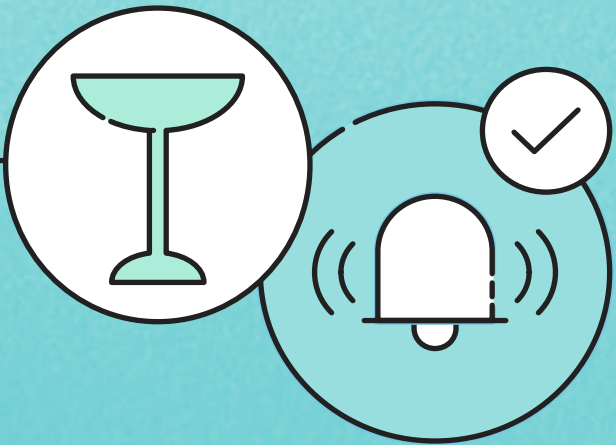
- Flight time reminders
- Weather
- Upgrades, such as a newly available convertible rental car that she purchases with reward points

One day prior

- Family lounge passes
- 50% discount on airport parking or transportation

Day of

- Real-time information on flight status and connecting flights
- Security wait times
- Gate information
- Rental car pickup locations
- Early check-in availability
- Scheduled activities confirmation
- Post-check-in offers for discounted meals, shopping, and beach activities



Lisa made purchases and adjustments—like those previously outlined—throughout her family’s stay in Maui. These opportunities are continuously presented to her, and she can take advantage of itinerary adjustments leading up to her family’s return flight.

PART 04

NAVIGATE UNCHARTED TERRITORY

Welcoming new paths to the final destination



Industry players recognize that time is of the essence, and that the journey must begin now.

Customers, shareholders, board members, employees, and partners are all waiting to see how you will respond to new demands—and how effectively and efficiently new functionalities are rolled out. And don't forget, competitors will be keeping this transformation in their line of sight, too.

With our pointed guidance, you can identify opportunities to implement incremental transformation to all counterparts of your business. These upgrades tangibly improve customers' shopping experiences, while also positively impacting the bottom line—across your airline and its employees.

Step into modern retailing

There are several ways we can start the transformation of retail systems, processes, and standards. The journey begins at whatever phase best suits you—with an intentional approach to evolution, guided by where you are today. Below, review the phases at a glance, and see where you can accelerate your transformation.



Interim offer management

Build upon legacy processes to begin the transition

With no modern retailing processes in place, this is where your airline can start its transformation.

All RBDs remain operational in this phase, but prices will be dynamic based on the closest RBD fares, ensuring all legacy processes are still operational.

At this point, offer management capabilities can be expanded with real-time personalization of products and pricing, ensuring relevant products are delivered to travelers based on context.

This phase should deliver overall improvements to the customer experience, and increases in revenue.



Interim order management

Support both legacy and new systems in the secondary phase of transition

With some new processes in place, the transformation continues.

It places full control of inventory and order creation for a subset of flights into the new platform, requiring transformation to remove that specific inventory entirely from the legacy system.

Legacy processes are assessed (removed if no longer required) in the new environment. If kept, they remain as-is, or be optimized to ensure efficient operations.

While existing processes stay in place for operational continuity, slowly but surely, all controls and inventory can be moved to the new platform. This allows you to move at your own pace.



End-state offer and order management

Sunset legacy PSS once all capabilities are migrated to the new system

With a paced migration of processes, your system is now ready for complete transformation.

Here, the Order Management System (OMS) becomes the single source of truth for all services within each order, and all parties responsible for service delivery to the customer.

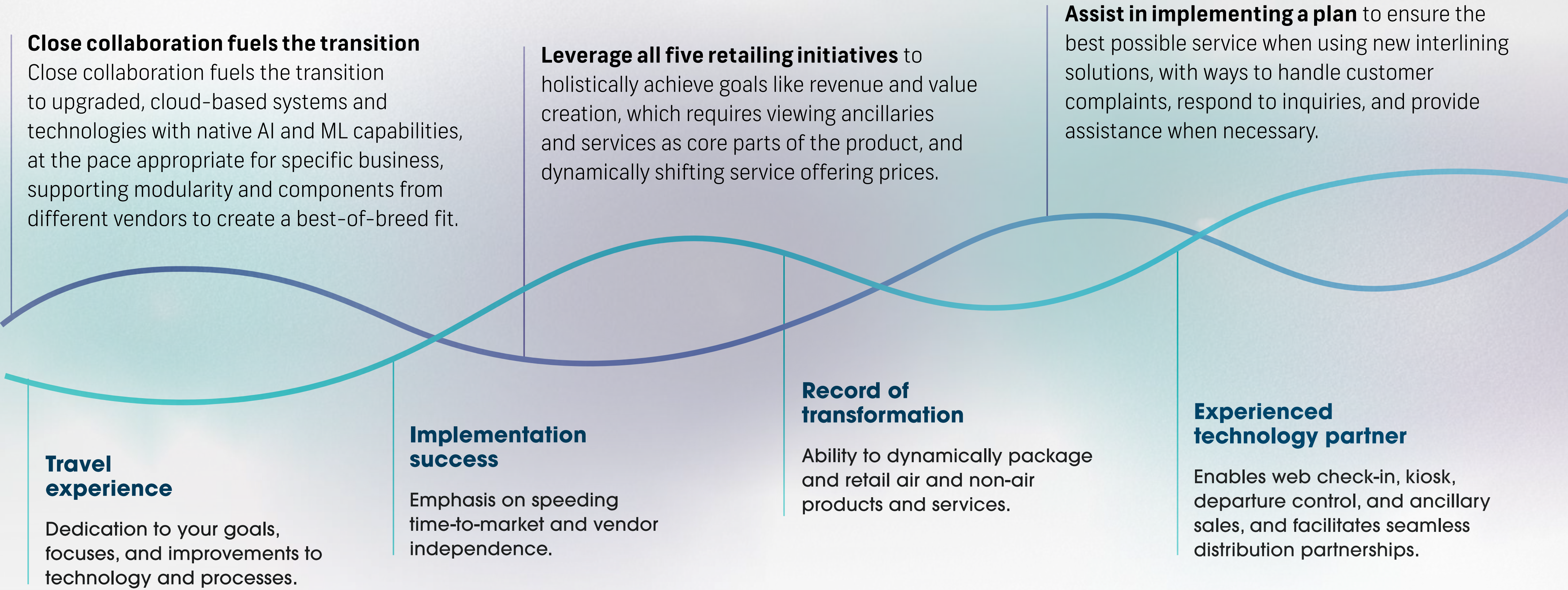
It removes the need for PNRs, EMDs, and eTickets, and simplifies and modernizes the IT landscape. Additionally, it allows for easier integration of new products, suppliers, and partners that support the modern retail needs of your airline and its increasingly digital customer base.



Our record of success and extensive expertise can help you reach an end state of complete airline transformation. With our partnership, you can lead the way to minimizing business disruption, improving employee experiences, increasing revenue, establishing cost savings, and meeting the ever-changing needs of travelers.

Co-pilot on the transformation journey

We're here along the way



Learn about our track record of innovation success.

Conditions change quickly—can you?

Find out how our SaaS portfolio can break down industry silos, and drive profitable growth with complete retailing processes. When you accelerate retail innovation, more agility and collaboration is possible, delivering greater value for your customers—and greater revenue for you.



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with IBS Software.**

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