



# Fulfilling with Orders: ONE Order Factsheet

## 1. What is ONE Order?

ONE Order is an industry-led standard and a key enabler of the transition to modern retailing with 100% Offers and Orders.

It aims to modernize and simplify airline reservation, delivery, and accounting systems by consolidating legacy booking and ticketing artifacts (PNRs, e-tickets, and EMDs) into a single, unified record: the Order.

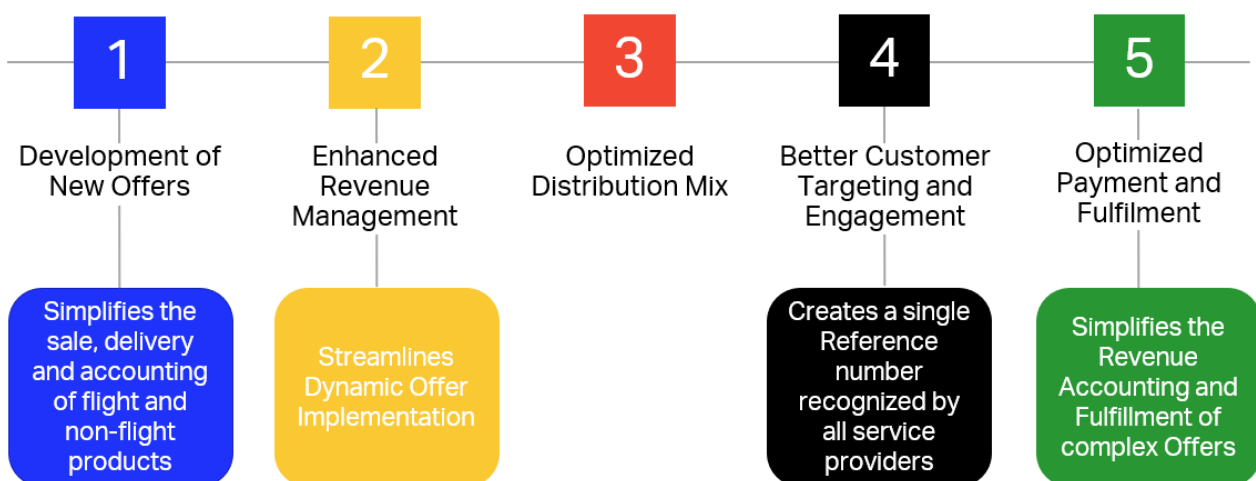
This will remove the inefficiencies inherited from paper-based processes and enhance communication between airline order management, revenue accounting, and delivery providers, thus contributing to increased efficiencies, reduced costs, and an enhanced customer experience.

## 2. What are the challenges of ONE Order adoption?

At the airline level, the move to ONE Order is a large-scale transformation program that affects many airline internal processes and procedures, as well as their organizational structure.

Beyond airlines – and at the industry level – the adoption of ONE Order impacts many participants in the travel value chain, including passenger service system suppliers, airline e-commerce platforms, travel agents, global distribution systems, and others such as car hire, rail, and hotels.

## 3. How does ONE Order contribute to Airline Value Creation?



#### 4. Who will benefit from ONE Order implementation and how?

##### Customers -> Superior Travel Experience

Travelers will no longer need to juggle between different reference numbers and documents when checking-in or making changes to their itinerary. With a single reference number, they will be easily recognized by all service providers. It will greatly simplify and enhance the passenger experience particularly when dealing with travel disruptions or itinerary changes. In addition – and in tandem with One ID, supported by Digital Identity and biometrics – ONE Order will help streamline the travel experience, making it truly seamless at various touchpoints, such as the boarding process and border crossing.

##### Corporate Buyers & TMCs -> Duty of Care & Tracking

Duty of care requirement of managed travel will be simplified by enabling access to the same delivery information of flight and non-flight services (e.g. lounge access) in the order. ONE Order can enable considerable simplification of back-office processes by providing combined and structured data of the complete journey information.

##### Travel Agents -> Efficiency and Enhanced Service

Travel agents will be able to follow an identical process to book flights and products from all airlines, regardless of the airline's business model or technology capability (for example, today they have different processes for ticketless and ticketed). This will help improve the service they provide and increase productivity.

##### Accounting Providers -> Service Focus

With regards to accounting processes, ONE Order will help streamline and simplify accounting functions and processes by moving from legacy accounting processes based on tickets and Electronic Miscellaneous Documents (EMDs), towards accounting of payment for services ordered. Furthermore, ONE Order will enable the accounting of any type of ancillary services in addition to a flight offering, such as airport parking, lounge access, or fast-track security. This will be carried out in a more retail-oriented manner,

without requiring the use of the current legacy accountable documents (EMDs).

##### Airlines -> Lowered Costs & Satisfied Customers

Airlines will no longer need to resort to time-consuming and expensive reconciliation exercises between different references. This consolidation will help airlines streamline their reservation management up to financial processes, remove the dependencies on industry specific accounting solutions, and simplify interlining delivery and accounting processes. Airlines will also be able to sell, account for, and track the delivery of flight and non-flight products and services in a seamless way. This unified approach will allow airlines to act as true retailers and offer a superior customer experience prior to check-in, as well as throughout the actual journey.

##### Technology Vendors -> De-specialize the Airline Industry

A key benefit to the technology providers will be the ability to remove complexity and overlap from systems and the overall system environments, making them more cost-effective to operate and maintain. With the efficiency gains, technology providers will have the capacity to shift their focus towards innovation and more efficient delivery, keeping step with airline requirements. By de-specializing the airline industry and bringing it closer to an Amazon-style retail architecture of orders, opportunities for new IT providers of order management and delivery management solutions will emerge, driving industry competition and innovation further.

##### Delivery Providers -> Streamlined Relationships

Delivery Providers, such as ground handlers, will benefit from complete and structured information about the passengers and their associated services to be delivered. New delivery providers, such as car services, parking, or lounge operators, can streamline their relationship with airlines in terms of delivery and accounting processes without the use of paper-based constructs and processes.

## 5. ONE Order - a critical component of Modern Airline Retailing

With the support of the industry, IATA has pivoted ONE Order to make it an integral part of the Modern Airline Retailing initiative. This means that as the industry moves to a world of 100% Offers and Orders, aligned with today's typical retailing best practices, ONE Order will bring the simplification and the customer focus that are vital to achieving this vision.

Moving forward, it remains each airline's responsibility to individually assess the opportunity for ONE Order implementation and to decide their own best timelines. For a high-level overview of the key industry transition milestones across key groups of value chain stakeholders, consult the [Offers & Orders High-Level Industry Transition Roadmap](#).

## 6. Recognition of ONE Order capabilities

The Airline Retailing Maturity (ARM) index program recognizes companies that are on their journey to modern airline retailing, using Offers and Orders based on the IATA Enhanced and Simplified Distribution (EASD) standards, including ONE Order and NDC.

The ARM index evaluates organizations across their technical capabilities, scalability of partnerships across the retailing value chain, and maturity in capturing potential value. Companies are published with their validated capabilities in the [ARM index registry](#).

### Critical guidance supporting the transition to a world of 100% Offers and Orders

**To accelerate the industry transition towards a world of 100% Offers and Orders, IATA established an Airline Retailing Consortium. Its members - leading airlines with advanced Offers and Orders adoption - are spearheading the implementation of ONE Order through thought leadership coupling vision with real-world findings and expertise.**

**The Consortium's releases provide guidance in critical areas, such as Offers and Orders business case development, business reference architecture, generic airline transition pathways, procurement considerations for modern retailing, and more.**

**Access all current and upcoming [Consortium releases >>](#)**