



Order Now

ONE Order Pilot

UNITED 





THE APPROACH

What we're proving out

What we're focusing on

Our key value drivers

Let's deliver!

Seamless & Enhanced Travel Experience

A familiar booking and travel experience with United & an added bonus – a destination experience!

Direct exchange with external providers

No PNR & Ticket

Simplified business model with focus on delivery

Order Delivery

GUIDING PRINCIPLES

Simpler Interactions

Decouple from legacy artifacts



THE SCOPE

SCENARIO

- ▶ Book a one-way travel for 5 passengers on a domestic United Airlines operated flight
 - ✓ Create Order through United.com
 - ✓ Seat selection allowed
 - ✓ The Order creation will orchestrate the flight and destination experience booking
 - ✓ A bundled price for both the flight and experience booking
 - ✓ Payment authorization (excluding downline Accounting processes)
 - ✓ Check-in through the United Mobile app
 - ✓ Boarding pass
 - ✓ No bag check-in
 - ✓ Board through the Gate Reader

GOALS

- ▶ Assess the architecture and integration requirements to study the feasibility of integrating an Order Management System within the current United IT infrastructure
- ▶ Integrate with existing infrastructure to manage the Order creation and delivery
 - ✓ Use existing Passenger interfaces: United.com, United Mobile app, and Gate Reader
- ▶ Assess key requirements to deliver a minimum solution to fly a passenger
 - ✓ Print a boarding pass
 - ✓ Request for passenger clearance score and handle Order cancellation and unsolicited scoring messages
- ▶ Identify gaps in the API standards and share the findings with IATA



THE SCOPE

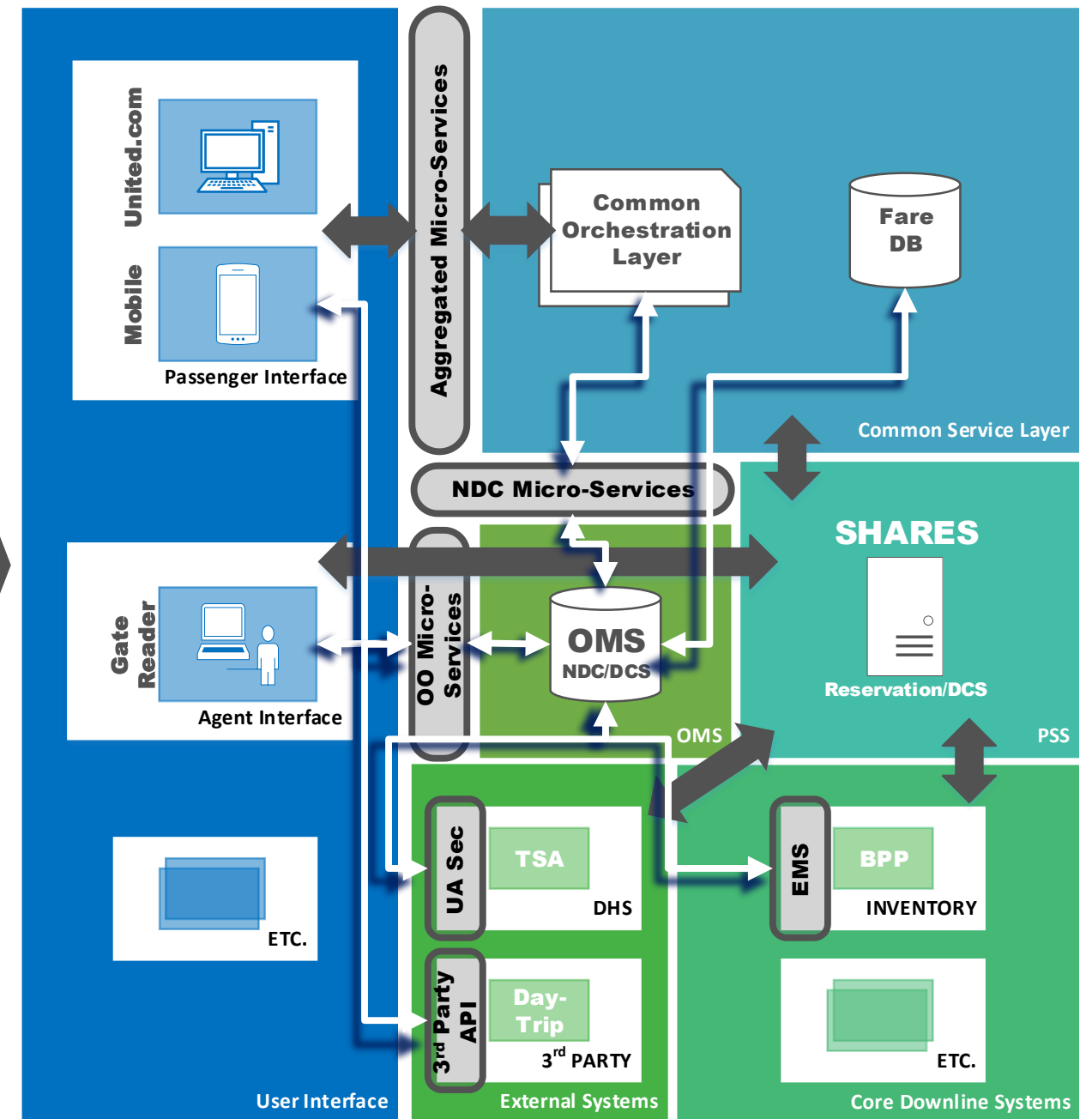
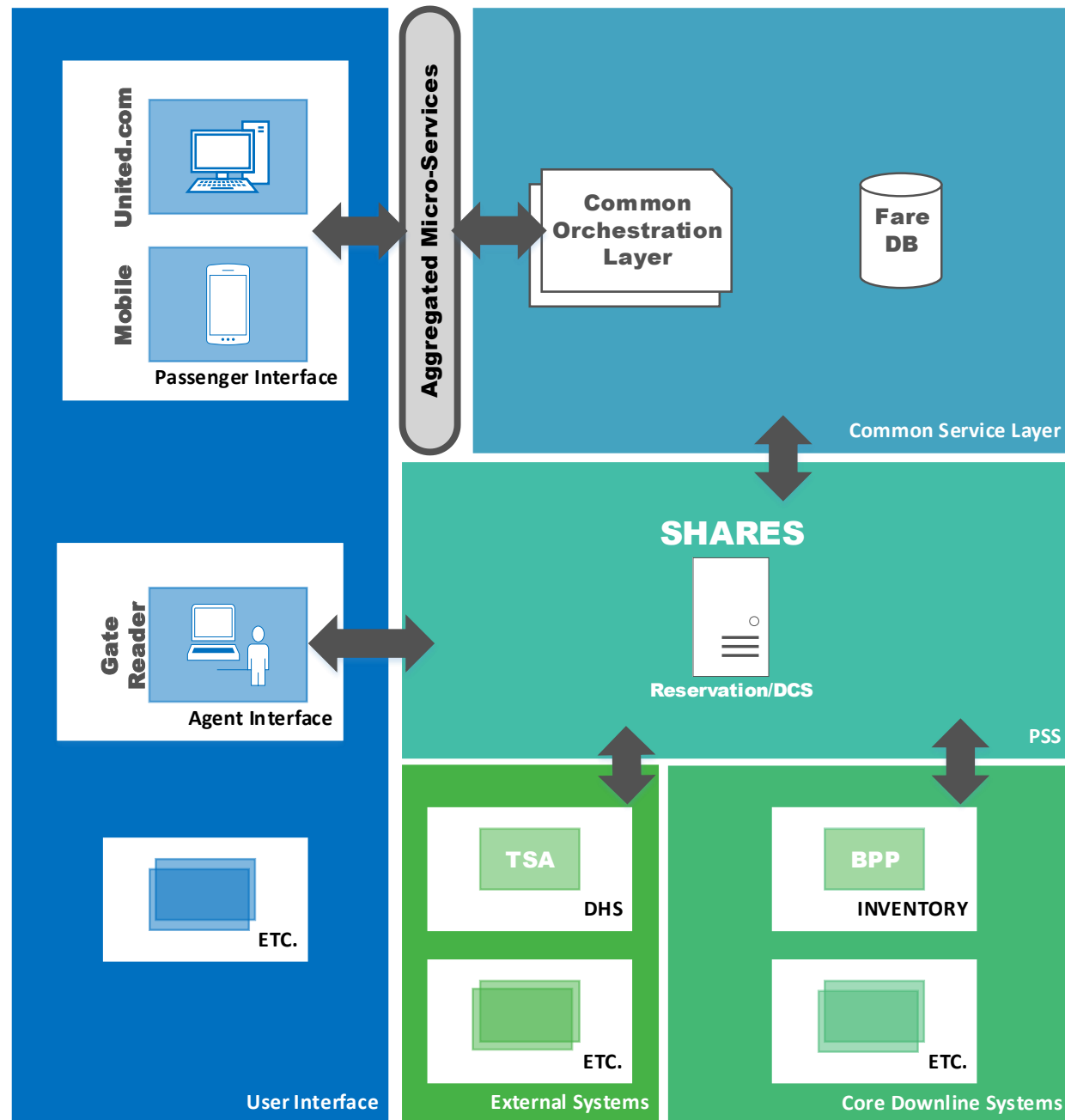




THE BUILD

CURRENT

PILOT



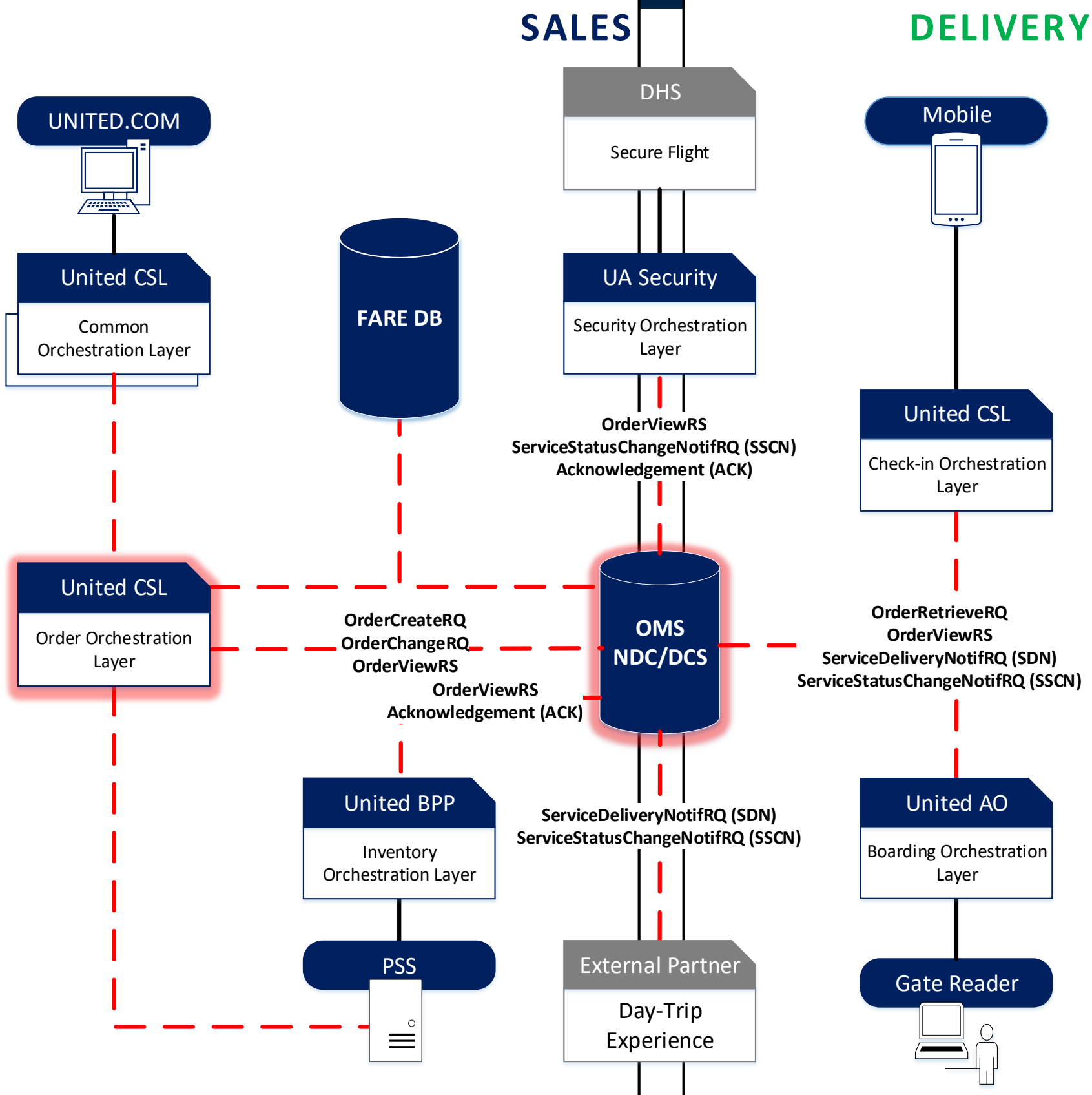
THE FLOW

Order Sales

1. Flight shopping
2. Store fare detail
3. Order creation
4. Secure flight and experience
5. Secure seat
6. Request clearance score

Order Delivery

1. Passenger check-in
2. Passenger boarding
3. Fun





THE LESSON



Challenges

Challenges around replacing processes built around PNRs and Tickets ◀

Lack of granularity of Service Delivery States
Element: DeliveryMilestoneCode ◀

Element: ShoppingResponseRefID ◀
Lack of implementation guide from the Regulation standpoint ◀
Ambiguous element description and implementation guide ◀

Simpler Interactions
+
No PNR & Ticket

Order Delivery

Seamless Integration

Opportunities

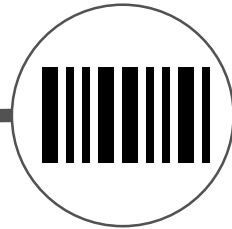
- ▶ Simplified interaction with 3rd party systems
- ▶ Opportunities to create a omni-channel customer touchpoint that allows Service modification across all streams using a singular reference

- ▶ Real-time tracking of Service delivery statuses

- ▶ Full complement of rich data

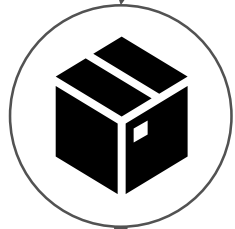


THE LESSON



BCBP

- Sequence # vs. OrderItemID & ServiceID ✗
- Missing selectee indicator ✗



DeliveryMilestoneCode

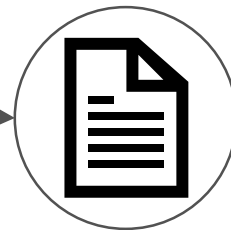
Encoded to:

- ✗ Handle passenger score
- ✗ Passenger milestone
- ✗ Issuance of BP indicator



ShoppingResponseRefID

- Mandatory vs. Optional ✗



Challenges

- Challenges around replacing processes built around PNRs and Tickets ✗
- Lack of granularity of Service Delivery States ✗
Element: DeliveryMilestoneCode ✗
- Element: ShoppingResponseRefID ✗
- Lack of implementation guide from the Regulation standpoint ✗
- Ambiguous element description and implementation guide ✗

- ✓ Investigate integration of existing BCBP format with NDC/ONE Order schemas
- ✓ Investigate integration of existing passenger scoring process with NDC/ONE Order schemas
- ✓ Standardized DeliveryMilestoneCode
- ✓ Relaxing mandatory elements – CR123

