

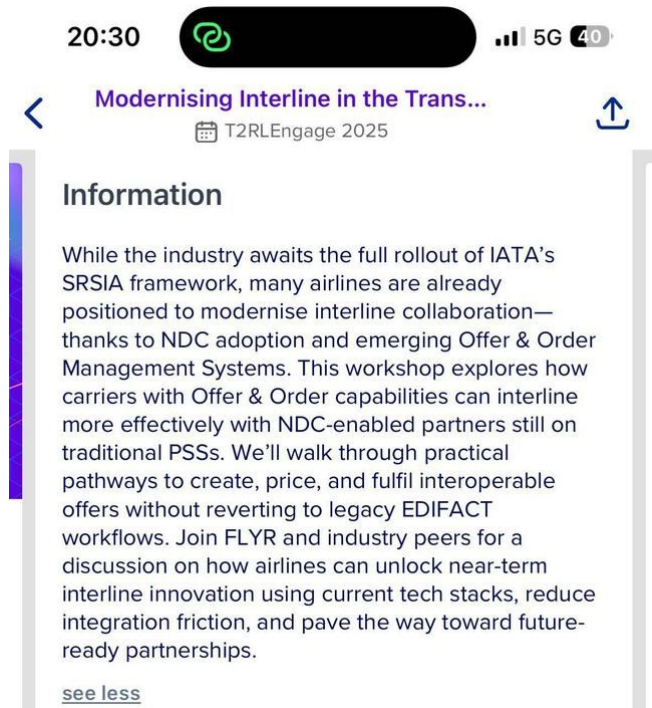


Modernizing interline in the transition to Offers & Orders

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(Wed) 24 Sep 2025 9:00–10:00 AM

Pitch



What we'll do today

Agenda

- **Context & framing – 10 mins**
What's changing in interline
- **Group discussions – 30 mins**
Roundtable conversations
- **Sharing back & wrap-up – 15 mins**
Key highlights & takeaways

Goals

- Explore practical pathways to modernize interline
- Share experiences and uncover challenges
- Identify near-term wins and future opportunities



Modernizing interline in a hybrid world

- Airlines use wildly different capabilities for connectivity
- Different stages in OOSD transformation
EDIFACT → NDC → Offers & Orders
- Hybrid environments will remain for years
- Need to bridge old and new worlds

SRSIA: What changes?

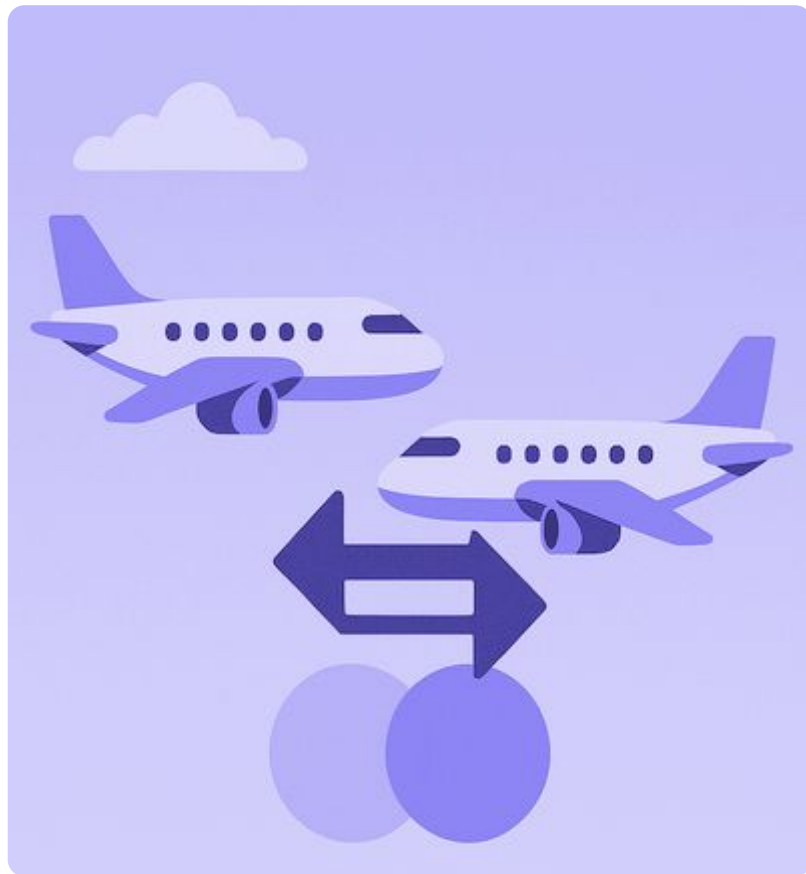
What: IATA's framework for interline using Orders

Key shift: From tickets & most-significant carrier to a Retailer-Supplier mindset
Enabling end-to-end order-based retailing and accounting

Impacts:

- Standardized offer/order exchange
- Consistent ancillary sales & servicing
- Streamline settlement
- Reduced reliance on legacy

Why it matters: Builds a foundation for future-ready partnerships, while airlines can modernize now



Roundtable topics

1. **Pricing & Revenue Models** : dynamic vs. filed, margin optimization
2. **Customer Experience in Interline** : ownership, disruption, loyalty, seamlessness
3. **Ancillaries Across Partners** : availability, rules, margin impact
4. **Settlement & Commercial Models** : from prorates to real-time settlement
5. **Transition Pathways** : codeshare → virtual interline → NDC / ONE Order driven

Pricing & Revenue Models

Inconsistent pricing confuses travelers, erodes trust, and creates arbitrage opportunities

Starter prompts

- Who should control pricing in interline partnerships—marketing carrier or each supplier dynamically?
- What happens to pro-rates if filed fares disappear?
- Can airlines optimize margin when selling partner content – or are they flying blind?

Scenarios

- What if filed fares disappeared tomorrow—how would you communicate price and settle revenue?
- What if suppliers exposed floor prices, margin rules, and ancillary attach rates – would that give retailers room to price more competitively?

Customer Experience in Interline

Travelers face anxiety and confusion when journeys span multiple airlines – lost baggage, missed connections, loyalty entitlements, unclear servicing ownership. Partnerships that fail here can erode trust faster than they generate revenue.

Starter prompts

- What frustrates customers the most today: baggage, disruptions, check-in, or ancillaries? Why?
- Who truly “owns” the customer in an interline disruption, and does that ownership model work?
- Think about your last interline journey, what was the most painful moment you’d fix first?

Scenarios

- What should be the right approach with a Retailer-Supplier agreement ? Could this clarify what has been purchased and improve voluntary or involuntary servicing?
- What if every interline journey was managed end-to-end in a single airline app? What new trust would it create or what risks would it introduce?

Ancillaries Across Partners

Ancillaries are central to traveler experience and airline profitability, but today there is inconsistency across partners. Customers can't always buy the same extras across carriers, and airlines miss out on revenue.

Starter prompts

- Should we have a set of non-negotiable ancillaries available to travelers across interline journeys?
- Why can't customers buy the same ancillaries across all partners today? What are the business blockers?
- How should refund and servicing rules for ancillaries be harmonized across carriers?

Scenarios

- What if ancillaries were standardized and always available across partners? What commercial/business agreements would that require?
- What if ancillaries generated more margin than the base fare in interline journeys? How would that shift business priorities and partnerships?

Settlement & Commercial Models

Settlement is still based on IATA proration, delayed clearing, and offline reconciliation. Partnerships rely on trust + manual audits, creating disputes and hidden costs. The traveler feels this in disruption handling and refund delays.

Starter prompts

- Should settlement move from post-travel reconciliation to real-time clearing?
- What new commercial models could replace SPAs (e.g., revenue share, margin share, per-segment contribution)?
- How do airlines align incentives and SLAs so partnerships deliver both margin and service?

Scenarios

- What if settlement was instant? Would that change how you structure partnerships or enforce terms?
- What if commercial agreements weren't PDFs but machine-readable entitlements? How would enforcement and monitoring change?

Transition Pathways

Airline partnerships won't switch to modern retailing overnight. For years, airlines will operate in hybrid states – where some partners, products, and channels are able to ingest modern content, while others remain legacy.

Starter prompts

- How should airlines manage when the retailer is modern but the supplier is still legacy?
- Could we have hybrid approach, where direct channels move to Orders but indirect channels still rely on PNRs and Tickets?
- How do we avoid partnerships becoming harder to manage in hybrid states than in legacy-only environments?

Scenarios

- What if half your products were sold dynamically and half were still filed through ATPCO – how would you run your business?
- What if one partner used NDC/Orders and another still relied on EDIFACT/PNRs – how would you ensure the traveler still sees one seamless journey?
- What if you had to operate indefinitely in hybrid mode—what new roles, costs, or capabilities would you need to build?

WAF 25, Lisbon: Join us for a rooftop party.



World Aviation Festival 2025 – Lisbon

FLYR is hosting an offsite dinner experience at **Mona Verde** featuring a full dinner buffet, open bar, and DJ entertainment on an exclusive rooftop.

Tuesday, October 7 – Scan to RSVP



Thank you

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