

Accelerating Retail Agility through AI Powered Integration Excellence

Booth 06

Our learnings from similar programs

Key Challenges in Risks

1

Redefine Business Processes

- OMS aligned shopping, order, payment, delivery, fulfilment and settlement processes
- Business Process Re-alignment across all touchpoints (digital, contact center, airports, back office)

2

Efficient Program Governance

- 3rd party systems and partners dependencies & availability
- KPIs driven Project Governance with early dependency identification and risk management
- Organization Change Management, training, communication and stakeholder management

3

De-risking Business Operations during Transition

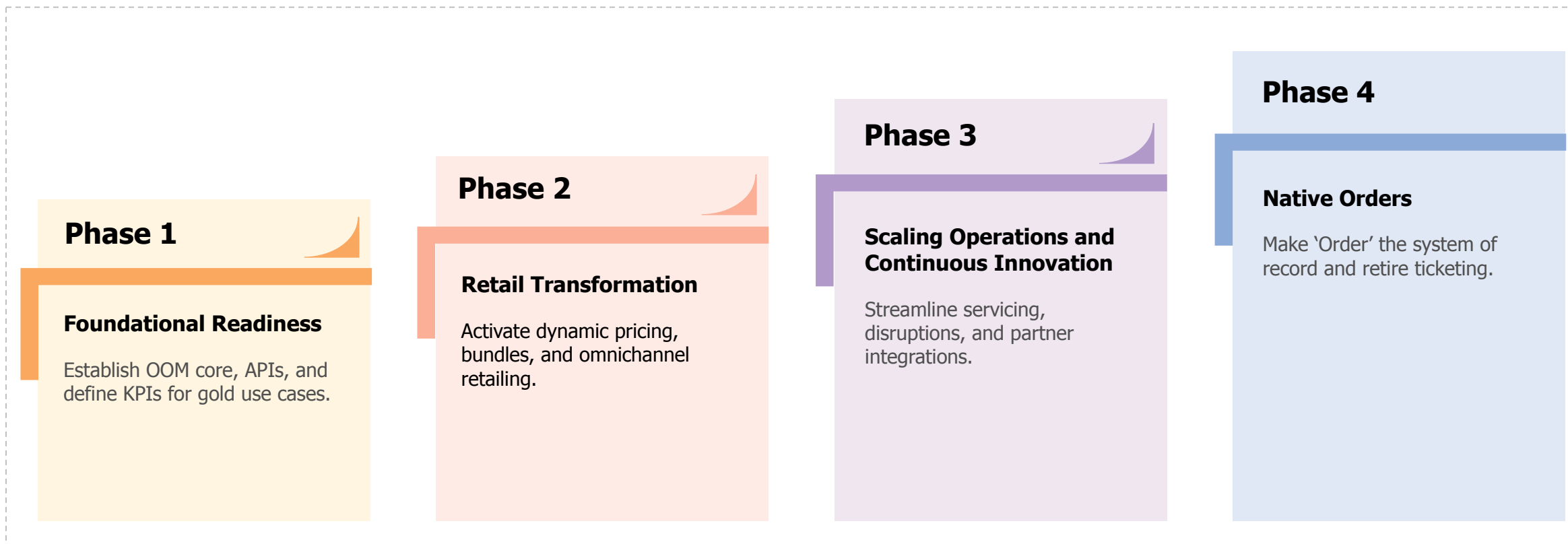
- Phased Transition approach with Up-Downstream System Validation and Sign-off of surround systems and digital channels transitioning to orders
- Ensuring data integrity & data sync between PSS and OMS
- Model complex scenarios such as split PNR for verifying non-homogeneous orders

4

Early identification SI Services for Impacted Systems

- Manage impacted application integrations, business partner setup and testing
- Integration Middleware Development, Apps Integration

Four Phases. One Seamless Transformation



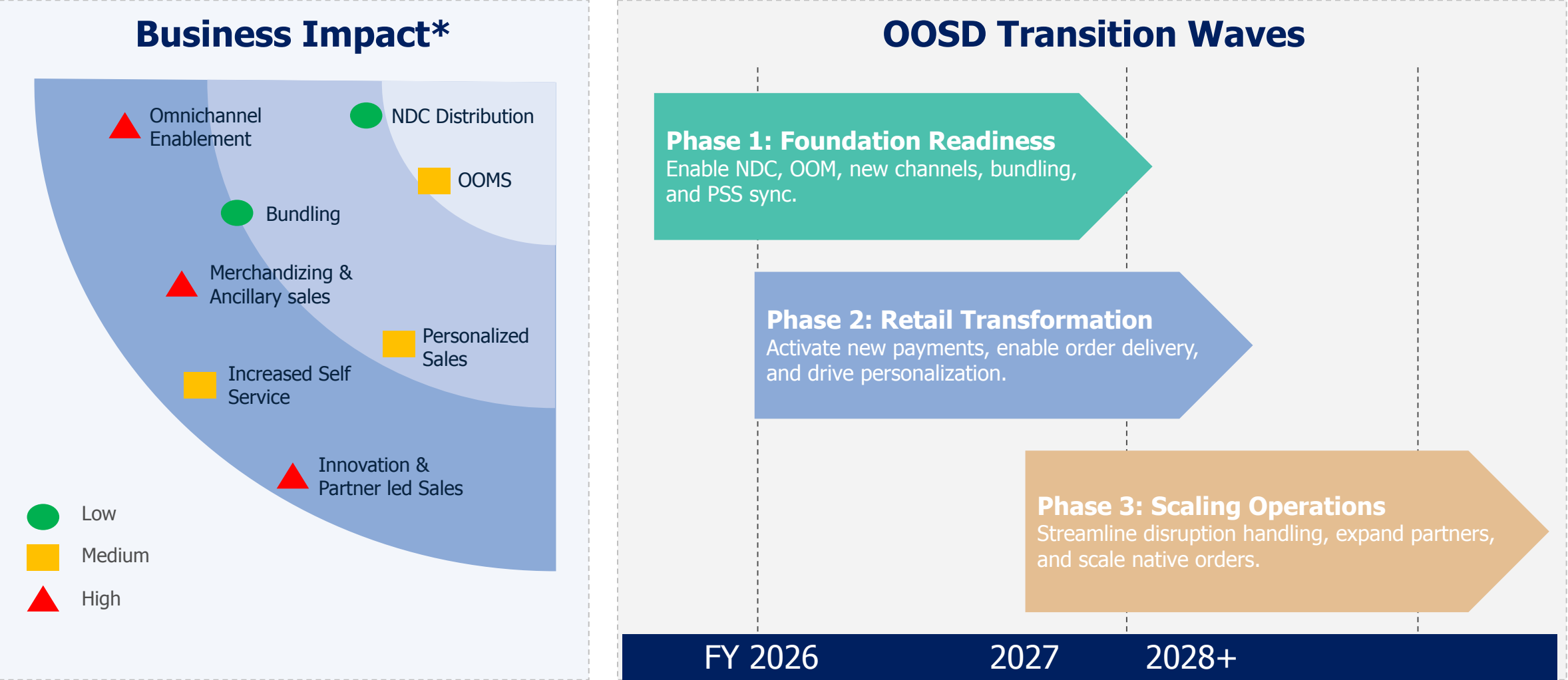
Success Rules

Govern tightly

Ensure business continuity when transitioning capabilities

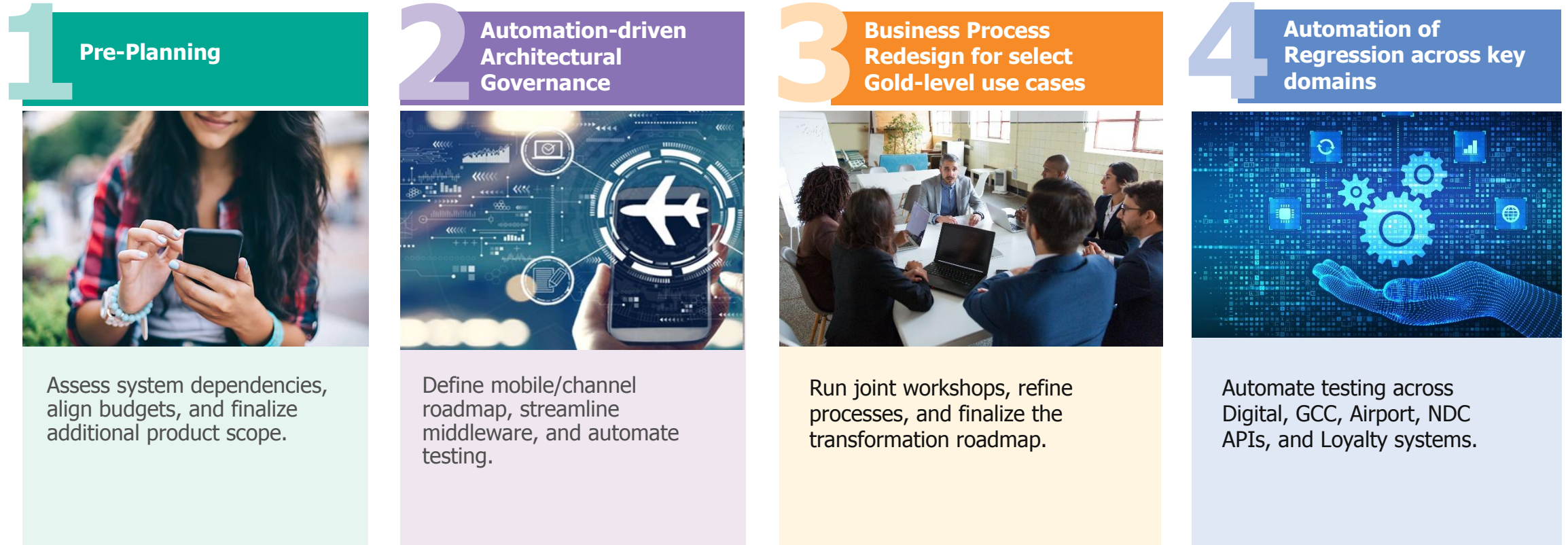
Progressively rollout with a bias towards early value delivery

Impact-Led OOSD Assessment for Your Airline



*Business impact is a combination of financial contribution, operational performance and customer experience

'Day 0' Readiness for Seamless OOSD Transition



Structuring OOSD Through 5 Accountable Workstreams

Pillar	Highlights
 Re-define Business Processes	Airline Offer Order playbook with a repository of L1, L2 business processes
 System Integration	Airline Commercial API Domain Model , Digital Web & Mobile COE and NDC API expertise
 Business Process and Continuity Testing	Blueswan™ Automation, 1100+ Offer-Order Test Case Repo , Business Continuity Testing Templates for OOSD and NDC
 Cutover and Transition Support	Airline Offer Order Training Academy , Cutover Support
 Efficient Program Governance	Three-tier stacked governance, KPI-led OMS Program Management Templates, OMS Transition expertise

Let's Engage

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1) **Are you positioned to tap into the \$145B ancillary revenue boom by 2030?**

Legacy platforms, siloed systems, and static retailing are limiting your ability to scale, personalize, and monetize effectively.

At T2RL, explore how aviation innovators are merging Agentic AI, Offer–Order, and NDC/ONE Order to drive dynamic retailing and intelligent passenger experiences. Join our session to explore how leading carriers are rewiring retail for real revenue impact.

2) **Still running on static retail systems in a \$145B ancillary economy?**

Legacy tech, fragmented journeys, and rigid pricing models are stalling Modern Airline Retailing (MAR). The shift to intelligent, AI-led retailing isn't optional—it's urgent.

Enable Offer–Order transformation with dynamic personalization and frictionless integrations. Join our breakout at T2RL Engage 2025 to see how we're reimagining MAR for speed, scale, and impact.

3) **Is your airline ready for the next wave of retail transformation?**

With \$145B in ancillary revenue at stake, legacy systems and static pricing are no longer sustainable. Modern Airline Retailing (MAR) demands AI-powered offers, seamless servicing, and intelligent orchestration.

Scale faster. Operate smarter. With Offer–Order and Gen AI in sync. Catch our session at T2RL 2025 to explore how we're future-proofing airline commerce.