



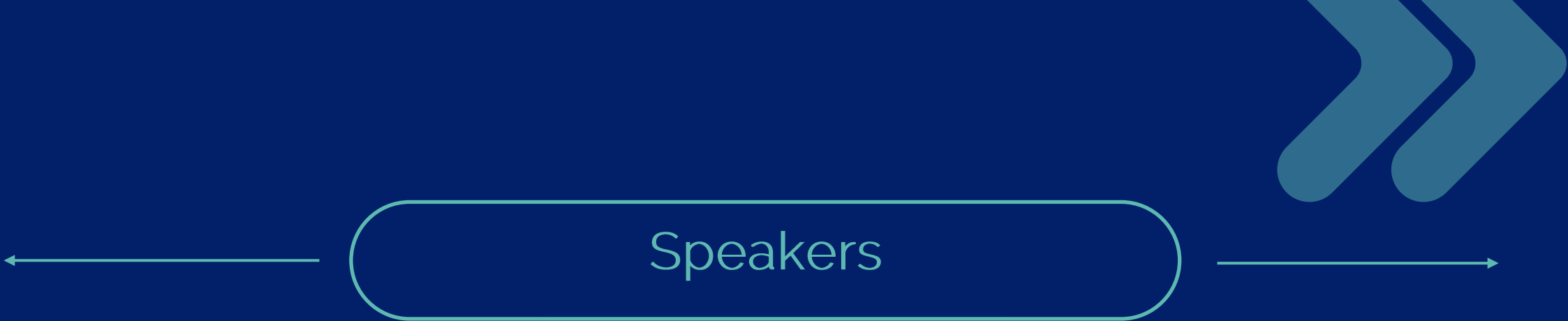
Workshop:

Making Modern Retail Work: Building a Business Case & Delivering Real World Results

September 22, 2025



T2RL
ENGAGE²⁰₂₅



Speakers



Jim Davidson Vice
Chairman, Accelya



Tye Radcliffe
Chief Customer
Success Officer
Accelya



Gianni Cataldo
Chief Product Officer
Accelya



Massimo Morin
Global Head, Travel
AWS



Take control



Agenda



Welcome

Jim Davidson, Vice Chairman, Accelya



Scaling NDC, the foundation for modern retailing

Tye Radcliffe, Chief Customer Success Officer, Accelya



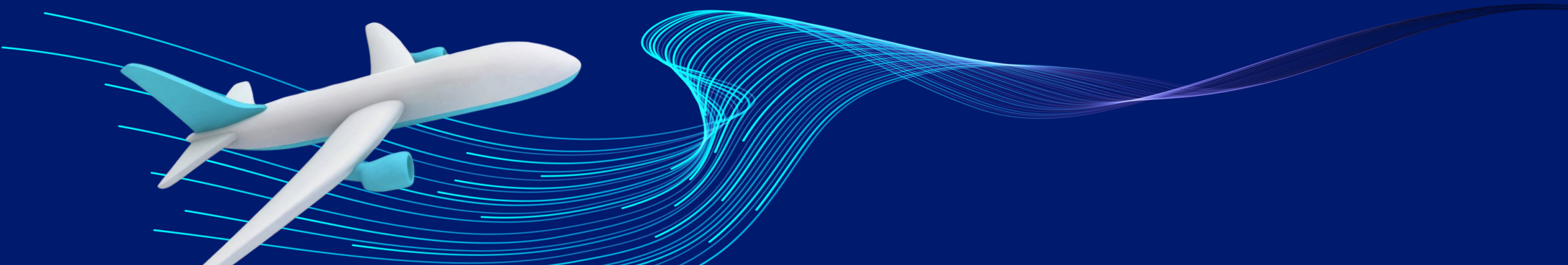
Modern retailing work: Building a business case & delivering real results

Gianni Cataldo, CPO, Accelya



Travel companies want to be the Amazon of Travel

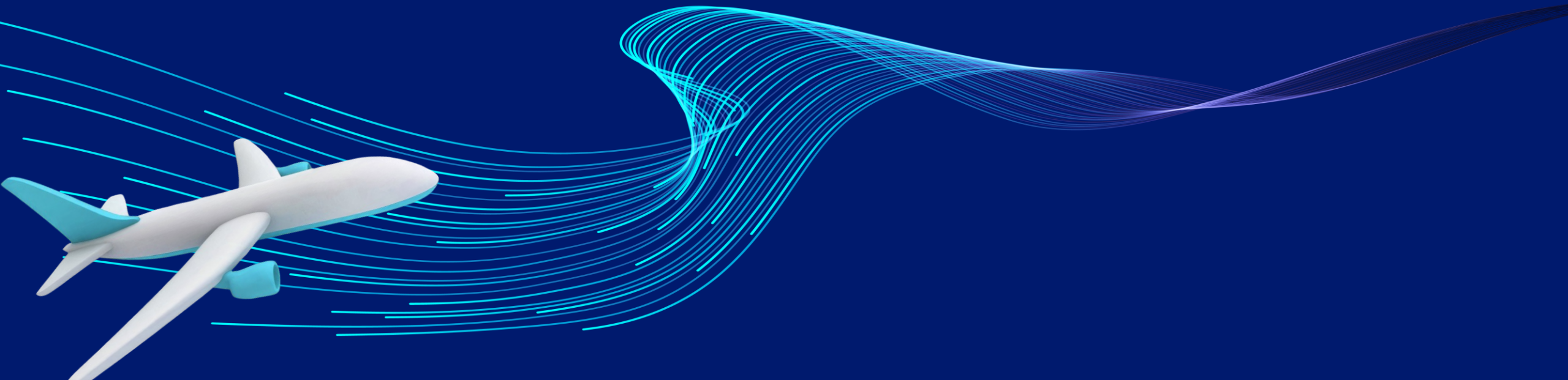
Massimo Morin, Global Head of Travel, AWS





Tye Radcliffe

Scaling NDC,
the foundation for modern airline retailing





When you hear the term “Modern Retailing,” what comes first to mind?



By when do you expect your airline to manage the majority of retailing and settlement through Offers & Orders?



**What outcomes matter most to you from Offers & Orders?
(Choose all that apply)**



**At T2RL Engage this year, what
are you most interested in
learning more about?**



**Which best reflects your airline's
ambition for Modern Retailing?
(Choose all that apply)**

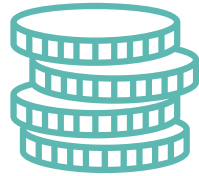
NDC Isn't a theory anymore

It's working at scale

MARKET LEADER

>50%

Global NDC
transactions



33.5bn

Offers per day

COMMITTED TO BRINING NDC AT SCALE



+146%

YoY Growth in
2025 Corporate
NDC bookings

Compliant

24.1

ONE Order
foundation



accelya

Scaling NDC Adoption Through Collaboration

NDC FastTrack is a cross-industry program designed by Accelya to help scale practical NDC adoption through coordination, collaboration, and transparency.

What NDC FastTrack delivers:

- ✓ Technical guidance and implementation tools
- ✓ Corporate buyer voice through BIG
- ✓ Real use cases & case studies proving tangible value
- ✓ Joint enablement to get the industry NDC-ready



Pain points blocking the progress

Partnering with industry experts to understand key challenges, and with specialists like Temoji to focus on corporate travel buyers' needs and accelerate NDC adoption.

Full Service

Value

TMC Readiness

Transparency

Slow

Payment

Content / Bundles



Modernization is not just about technology choices, it all starts with contractual freedom



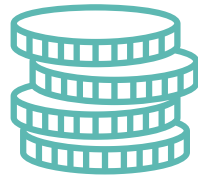
A recent article from
Kemp IT Law
highlights a growing
risk:

*restrictive legacy
contracts are quietly
shaping the limits of
transformations*

Becoming the hero

How can you get modern retailing to the next level

**Commercial
Strategy**



**A commercial
strategy enabled by
technology?**

A technology change



**A technology
change that enables
commercial
benefits?**

Offers & Orders

The strategic imperative of orders can be obscure

1. Order management can enable a competitive advantage in servicing
2. Order management can close competitive pricing gaps
3. Order management can help airlines break free from legacy commercial constraints

Give your C-Suite a roadmap for unlocking benefits

(Benefit as a % of Revenue)

	Step	Description	Revenue	Cost
Short Term	1	Offer Transformation for Direct Channels	1.1	0.0
	2	Indirect Channel Transformation Using NDC	0.6	1.0
Medium Term	3a	Transitioning to Orders for Selling	0.4	0.2
Long Term	3b	Transitioning to Orders for Accounting & Delivery	0.6	0.3
	3c	Orders for Interline Itineraries	0.3	0.0

* After accounting for an (0.5) increase in technology costs

TOTAL 3.0 1.0*

The traveller

Modern retailing is about reimagining the traveller experience

Frictionless Journeys



Remove barriers and simplify every touchpoint, from search to service recovery.

Meaningful Experiences

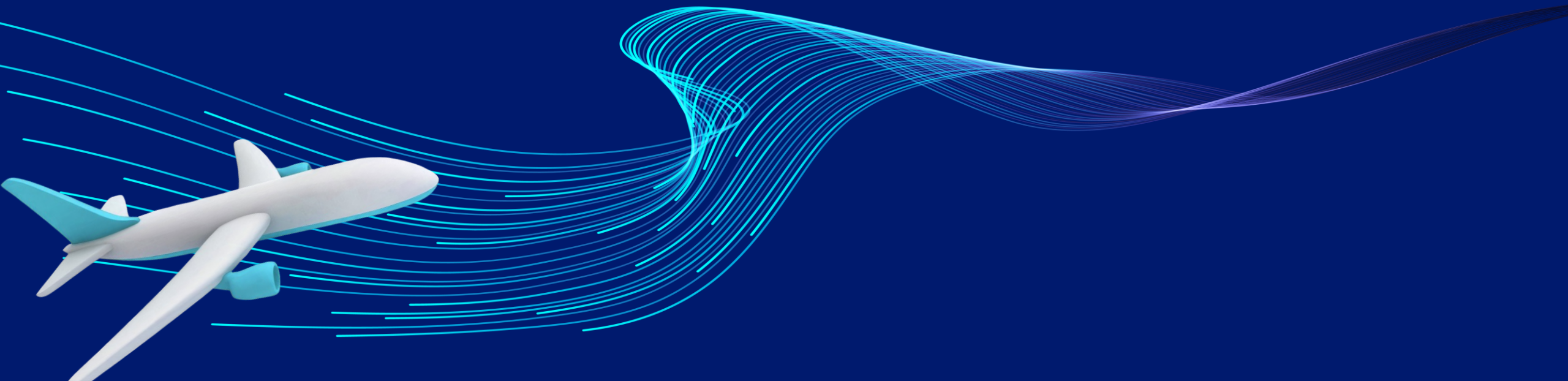


Deliver personalized offers and timely solutions that make travel smoother and more memorable.

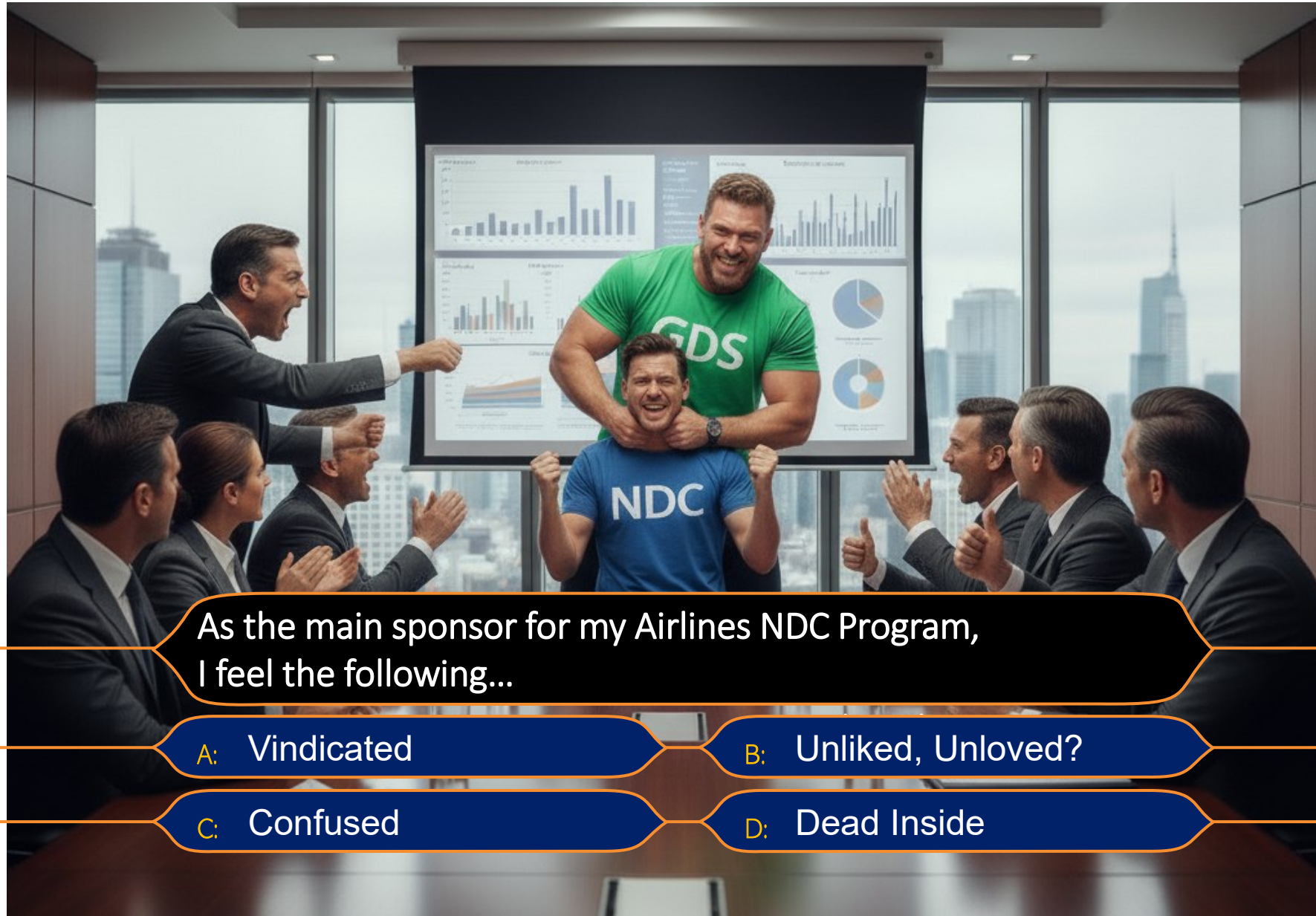


Gianni Cataldo

Making Modern Retail Work:
Building a Business Case



Let's Ask the Audience



As the main sponsor for my Airlines NDC Program,
I feel the following...

A: Vindicated

B: Unliked, Unloved?

C: Confused

D: Dead Inside



**As the main sponsor for my Airlines
NDC Program, I feel the following...**

Next Question – Are you part of your Airlines OOSD Journey?





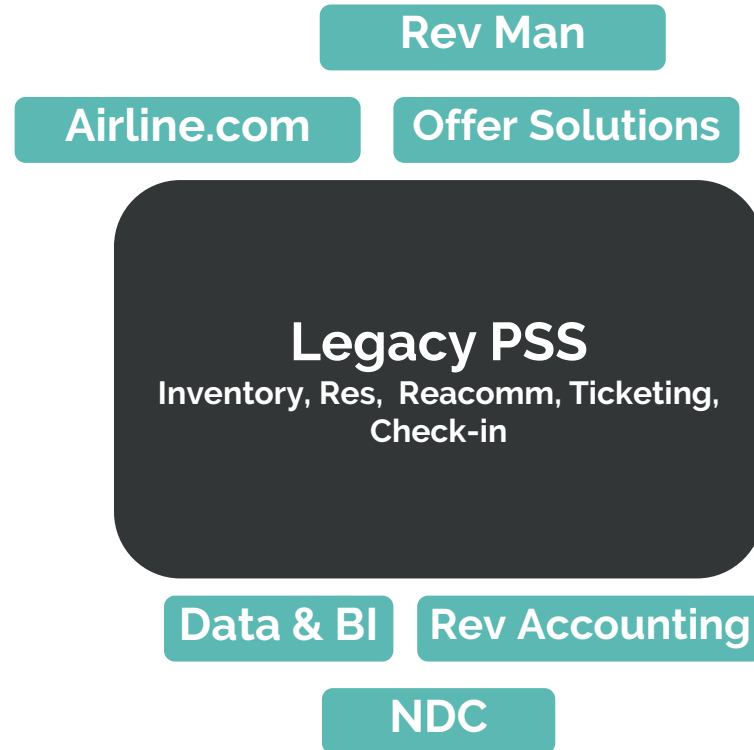
**Is your investment in NDC driving your Airlines OOSD readiness?
(Modern Offers and Orders Journey)**

What is OOSD, What is the Journey

The effort required to utilize modern concepts and effect change has been gargantuan: you know this better than anyone

Today

Airlines typically
'decorate' their
host system to
achieve success



Macro challenges are exacerbated in the airline industry

This industry is more at risk than most to shocks and is unable to bring about change fast



Economic



Operational



Customer

NETFLIX Uber

Uncertainty



Airlines need ROI in 2025 not 2035



Retailing transformation is no longer a concept - it is taking flight



Airlines need tangible ROI today

Driving revenue, reducing costs, and funding future transformation. The need for near-term returns has never been greater.

Retailing Transformation is accelerating

Airlines are reimagining how they sell, serve, and settle — moving beyond legacy limitations and starting to drive measurable revenue gains.

OOSD is seen as cost long term ROI

Moving from legacy is fraught with risk. With no immediate ROI why prioritize, Yes, our systems are legacy but if it ain't broke...

What if I told you..

That you are **already** part of the solution...



(Benefit as a % of Revenue)

Step			Description	Revenue	Cost
Short Term	1	Offer Transformation for Direct Channels	Generate increased revenue through new ancillary offers, bundles, and improved non-air component attachments, along with optimized yield management, by upgrading offer systems behind direct channels.	1.1	0.0
	2	Indirect Channel Transformation Using NDC	Drive increased revenue and reduced distribution costs by securing NDC integration commitments (using content differentiation) across all indirect channels and funneling premium content to them.	0.6	1.0
Medium Term	3a	Transitioning to Orders for Selling	Increase revenue from more complex products and higher customer satisfaction, and reduce call center costs, via dynamic bundles and more automated servicing.	0.4	0.2
Long Term	3b	Transitioning to Orders for Accounting & Delivery	Improve revenue from true continuous pricing, enhance brand affinity and reduce call center costs by further automating servicing, all by transitioning delivery and accounting to orders instead of legacy docs.	0.6	0.3
	3c	Orders for Interline Itineraries	Raise revenue from enhanced interline offer quality and reduce interline settlement costs by transitioning bilateral airline partnerships to synchronized order management systems with streamlined settlement.	0.3	0.0

* After accounting for an (0.5) increase in technology costs

TOTAL **3.0** **1.0***



We are Halfway there BUT...

There are many reasons to do nothing...

Industry Macro View of OOSD

ROI + Risk

Slow & Steady

Complexity



The **industry consensus**
on OOSD is tomorrow
never comes

Our role is to **reframe**
OOSD as **necessary**
(coffee/margin) and
achievable

We are Halfway there BUT...

There are many reasons to do nothing...

Industry Macro View of OOSD

ROI

Slow & Steady

Complexity

Who is Blocking OOSD

Incumbents

Experts

C Suite



Incumbents will fail on **OOSD**
even though it's in their
interest

Think about NDC...

Experts are vested in long
sales cycles and RFPs that
distract from the imperative

The C Suite smells cost and
risk

accelya

So What can we do..

We are Halfway there.

Industry Macro View of OOSD

ROI

Slow & Steady

Complexity

Who is Blocking OOSD

Incumbents

Industry Leeches

C Suite

Innovation in OOSD

Do things differently

Make old redundant

Unknown opportunities



What **lessons** can we take from **innovation**?

Think of your most **complex use case**

Now **approach** that with **Modern Technology**

So, What can we do?

We are halfway there

Industry Macro View of OOSD

ROI

Slow & Steady

Complexity

Who is Blocking OOSD

Incumbents

Industry Leeches

C Suite

Innovation in OOSD

Do things differently

Make old redundant

Unknown opportunities

Make your Sponsors Stars... Be a Hero!

Start Now

Learn by doing

Proof Points



Start now – NDC you have modern offers and orders

Learn – **disruptive** technologies must be **embraced** and its potential unlocked, betas use cases

ROI is how we **win**



A new open, API-driven platform for Offers, Orders, Operate & Fulfil and Settle capabilities through a comprehensive, modular solution



Open By Nature

Others Talk it,
Accelya Lives it

Virtual
Interfaces

Airline Retailing

Dynamic pricing

Offer Management

Direct channel

In-house

Other vendor

Built for the Future

Open-architected Modularity enables that control

Delivering an AI Enabled "Single Pane of Glass" to manage your business



Accelya's AI layer effectively creates an individual airline LLM



Offer

Enabling retail-like omnichannel booking experience powered by dynamic offer optimization



Order

Order Management & documentation aligned to proactive & real-time regulatory compliance



Settlement

Enabling airlines to robustly meet current and future revenue accounting demands



Deliver

Handling the final stages of passenger service and operational processes



Virtual Interfaces Abstract integration and ensures interoperability

Proven @ Scale

We have no legacy,
Accelya had to scale from day 1

Offers @ Scale

33.5B

Accelya
Services API
Requests daily

Year on
Year Growth

27%



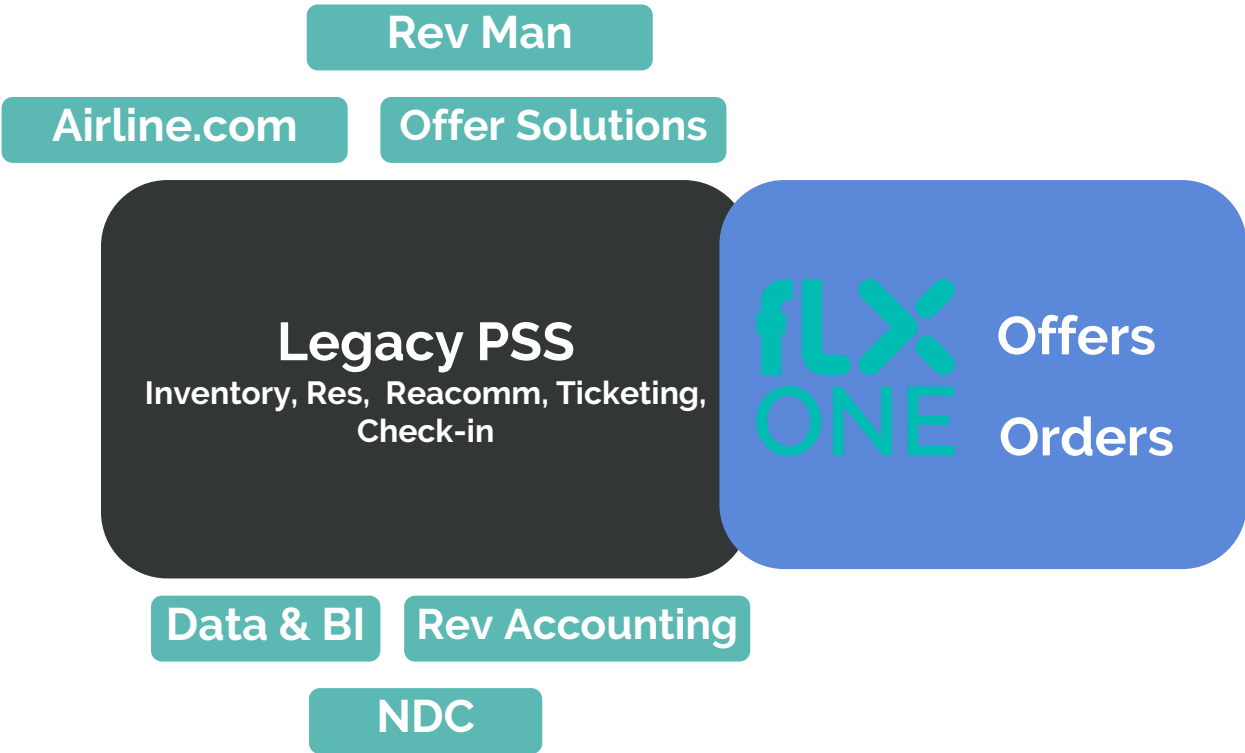
We maintain a Synchronised Modern Offers & Order

Start your journey today



Now

We have a parallel system that has live content which is starting to disrupt legacy



>> FLX ONE Vision - Make our Sponsors **Hero's** Within the Airline



- Real time Offer & Order Management, actionable,
- game changer for the Airline Operations, Service and Revenue Teams

1 Showcase **NDC** investment **Value**

Visualizing the **value** that the Airlines **investment** in **NDC** has driven. Driving new capabilities, full Order versioning, complex realtime search.

Driving 10+ new use cases that deliver ROI NOW!

2 Practical **Application** of **AI**

Prove AI, show me **practical application** of AI, make AI happen, All companies face the same AI **challenge**. We have just enabled our sponsors.

AIViator for FLX ONE Vision Delivers

3 Product Led **Innovation**

Nobody asked for it, **we invented** it. **Don't apologise** for gaps, it's a **Beta**, no SLA, no CR's. **Enables** our **customers OOSD journey**.

You have the opportunity to Delight your Airline

Order Search

Gianni Cataldo Admin

Order Information

Version 1.0 (Current) Download Order

Order ID
AA001H52KK4A2

Creation Date
Nov 17 2023, 12:19

Order Status
Opened

Sales Branch ID
MIARMF1

Channel
Seller/AutoTypeB

Total Amount
USD 338.91

Passenger Information

Passenger 1

Basic Information

Title Name
-

Given Name
EXEC

Middle Name
-

Surname
MOBILETEST

Passenger Type
ADT

Flight & Fare Details



Open Beta: **OOSD Showcase**

Build iteratively; Migrate Users iteratively



We are actively working on a dozen Use Cases for Capabilities that never existed before today

ALL DRIVE SHORT TERM ROI



Hydrating
Legacy PNRs

Realtime
Financial Insights

Realtime
Operational
Health checks

AI Enabled
Offer Analytics

One Platform
For Cargo +
Passenger

Decoupling
ATPCO

Virtual Cabins
and Product
Catalogue

Stock History

Flight View and
Passenger Lists

Security



Proof of Concept – Bridge to Legacy

ROI – 30% reduction in service times

flx ONE

Order Search

Gianni Cataldo Admin

DL006QGPENBX5

Order Details Order History

Order Information

Order ID
DL006QGPENBX5

Creation Date
Aug 14 2024, 18:22

Order Status
Opened

Sales Branch ID
DLGR

Account Code
-

Version 36.0 (Current)
Version 36.0 (Current)
Version 35.0
Version 1.0

Download Order

Total Amount
JSD 57.4

Passenger Information

Passenger 1 Passenger 2

Basic Information

Title Name
-

Given Name
JOHN

Middle Name
-

Surname
DOE

Passenger Type
ADT

Flight & Fare Details

Flights (2)

Flight DL 1455

Sep 4 2024 - 03:25
DTW - Detroit
Metropolitan Wayne...

Sep 4 2024 - 05:56
MCO - Orlando
International Apt, US

Flight DL 1333

May 14 2025 - 06:30
MCO - Orlando

May 14 2025 - 09:13
DTW - Detroit

Fare Detail (1)

Journey
DTW-DTW

Base Amount
USD 0

Surcharge
-

Total Tax
USD 11.2

Total Amount
USD 11.2

View Tax Breakdown

Order Item & Service Details

Order Item	Order Item ID	Payment Time Limit	Order Item Status	Amount	Service Count	Payment Status
DTW - MCO, MCO - DTW	PLQBJDA2R-LQBJ-LQBJ-LQBJDA2R7...	-	Active	USD 11.2	2	Successful
EXTRA BAG FOR PC ALLOWANCE	SSRBAG-0064223927275-LQBJ-LQBJ-3	-	Active	USD 35	1	Successful
EXTRA BAG FOR PC ALLOWANCE	SSRBAG-0064240143744-LQBJ-LQBJ-4	-	Active	Included	1	Included
SEAT ASSIGNMENT	WLQBJDA2R-PAXGPN1-SGMGPN1	-	Active	Included	1	Included
SEAT ASSIGNMENT	WLQBJDA2R-PAXGPN1-SGMGPN2	-	Active	Included	1	Included

- » Take legacy PNR Feed and upscale to One Order
- » Move to modern Orders, while maintaining synchronization with legacy
- » Provide Value Add Capabilities
 - » Version History – Rich track of all changes
 - » Ability to download Order to local tools
 - » Upsell Legacy
- » Status
 - » Complete, ROI studies started

← EK176HJX6BZA3

Order Details

Order History

Order Information

Version 5.0 (Current) ▼

Download Order

Order ID EK176HJX6BZA3	Creation Date Sep 10 2025, 10:59	Order Status ● Opened	Sales Branch ID EUX6	Channel Seller/86265793	Total Amount AED 5445
---------------------------	-------------------------------------	--------------------------	-------------------------	----------------------------	---------------------------------

Passenger Information

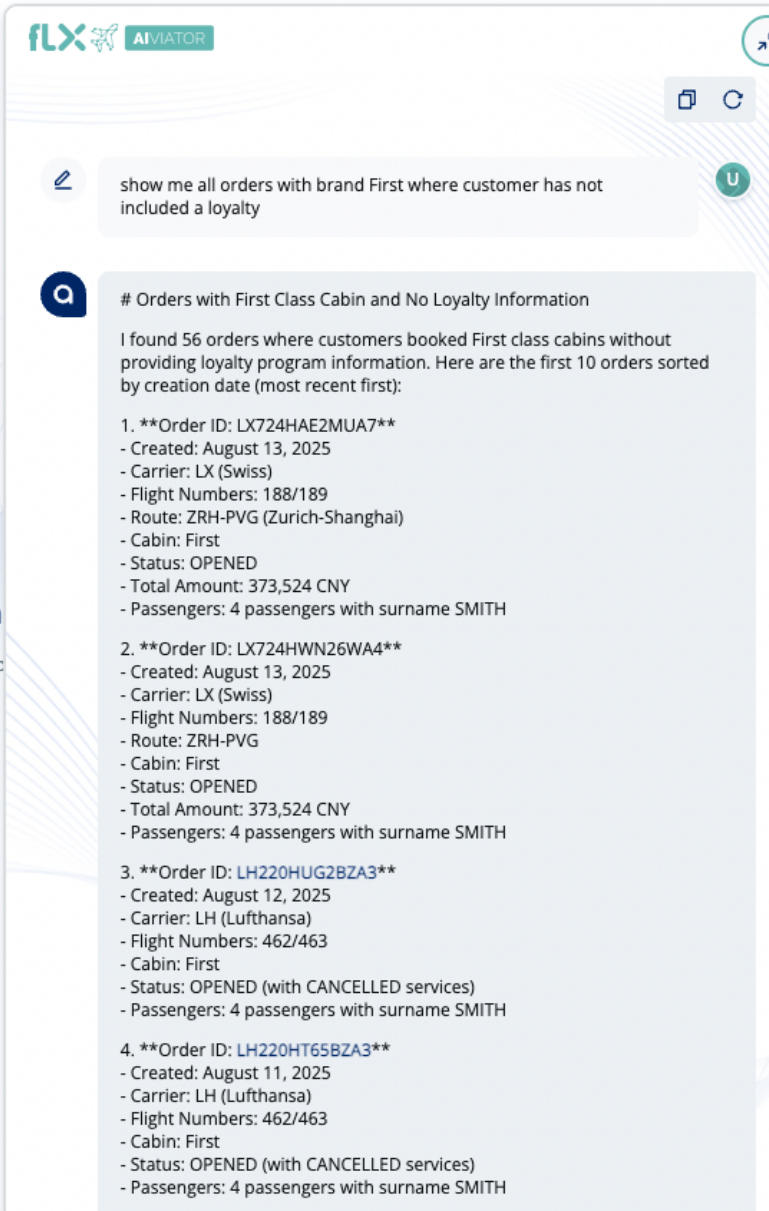
Passenger 1

Basic Information				
Title Name MS	Given Name RO***	Middle Name -	Surname SP***	Passenger Type ADT

Flight & Fare Details				
Flights (2)		Fare Detail (1)		View Tax Breakdown
Flight EK 204	Cabin ECONOMY	Journey JFK-MEL	Base Amount USD 994	Surcharge NUC 50
Oct 31 2025 - 11:20 JFK - New York J F Kennedy...	Nov 1 2025 - 07:50 DXB - Dubai International, AE	Total Tax AED 0	Total Amount AED 3835	

POC – AI QA Checks on Orders

Reduce customer check in failures by 10%+++



The screenshot shows the ALVIATOR AI interface. At the top, there's a search bar with the query: "show me all orders with brand First where customer has not included a loyalty". Below the search bar, a results panel titled "# Orders with First Class Cabin and No Loyalty Information" displays a summary: "I found 56 orders where customers booked First class cabins without providing loyalty program information. Here are the first 10 orders sorted by creation date (most recent first):". The results are listed as follows:

- 1. **Order ID: LX724HAE2MUA7**
 - Created: August 13, 2025
 - Carrier: LX (Swiss)
 - Flight Numbers: 188/189
 - Route: ZRH-PVG (Zurich-Shanghai)
 - Cabin: First
 - Status: OPENED
 - Total Amount: 373,524 CNY
 - Passengers: 4 passengers with surname SMITH
- 2. **Order ID: LX724HWN26WA4**
 - Created: August 13, 2025
 - Carrier: LX (Swiss)
 - Flight Numbers: 188/189
 - Route: ZRH-PVG
 - Cabin: First
 - Status: OPENED
 - Total Amount: 373,524 CNY
 - Passengers: 4 passengers with surname SMITH
- 3. **Order ID: LH220HUG2BZA3**
 - Created: August 12, 2025
 - Carrier: LH (Lufthansa)
 - Flight Numbers: 462/463
 - Cabin: First
 - Status: OPENED (with CANCELLED services)
 - Passengers: 4 passengers with surname SMITH
- 4. **Order ID: LH220HT65BZA3**
 - Created: August 11, 2025
 - Carrier: LH (Lufthansa)
 - Flight Numbers: 462/463
 - Cabin: First
 - Status: OPENED (with CANCELLED services)
 - Passengers: 4 passengers with surname SMITH

- » 10% of customers have issues at checkin / boarding related to gaps/data issues in PSS
- » Understand gaps via AI, provide checks and potential remediation
- » Provide Value Add Capabilities
 - » ALViator runs through set QA checks x hours before checkin.
 - » ALViator being trained for Airline Help Desk through "post issue" to AI
 - » Issue Orders are currently tagged and displayed for action
- » Status
 - » Integration into Airline Ticket Systems

FLX One Central > One Vision > Order Search

Order Search

Apply filters to search for orders

All FiltersSaved Filters

→|

Y

1

Showing 1 - 20 of 915 results

Download CSV

Order ID	Passenger Name	Departure	Arrival	Dep Date ▲	Dep Time ▲	Arr Date ▲	Arr Time ▲	Creation Date ▲	Status
QF081HHJMOUA7	MS JA**** SM***	SYD	SIN	Jul 21 2025	13:05	Jul 21 2025	19:30	Jul 1 2025	Opened
QF081HP653WA4	MR JA**** SM***	SYD	MEL	Sep 12 2025	7:45	Sep 12 2025	9:20	Aug 23 2025	Opened
QF081HDJF3WA4	MS JA**** SM***	SYD	PER	Sep 12 2025	8:20	Sep 12 2025	11:20	Aug 19 2025	Opened
QF081HTEB3WA4	MS JA**** SM***	SYD	PER	Sep 13 2025	8:20	Sep 13 2025	11:20	Aug 20 2025	Opened
QF081H2NELUA7	MR JA**** SM***	SYD	MEL	Sep 13 2025	10:30	Sep 13 2025	12:00	Aug 24 2025	Opened
QF081HGLPNUA7	MR TE** SM***	SYD	MEL	Sep 14 2025	9:00	Sep 14 2025	10:35	Jul 14 2025	Opened
QF081HF1Z2WA4	MR JA**** SM***	SYD	AKL	Sep 15 2025	7:20	Sep 15 2025	12:25	Aug 26 2025	Opened
QF081H9FZ3WA4	MR SE* HO**	SYD	MEL	Sep 17 2025	6:45	Sep 17 2025	8:15	Sep 11 2025	Opened
QF081H95W3WA4	MS JA**** SM***	SYD	AKL	Sep 17 2025	7:20	Sep 17 2025	12:25	Aug 13 2025	Opened
QF081HZWQ2WA4	MR JA**** SM***	SYD	AKL	Sep 17 2025	7:20	Sep 17 2025	12:25	Aug 28 2025	Opened
QF081VLP1WA4	MR IN***** BL*	SYD	MEL	Sep 17 2025	12:00	Sep 17 2025	13:35	Sep 17 2025	Opened
QF081RGQA1WA4	MR IN***** BL***	SYD	PER	Sep 17 2025	12:35	Sep 17 2025	15:35	Sep 17 2025	Opened

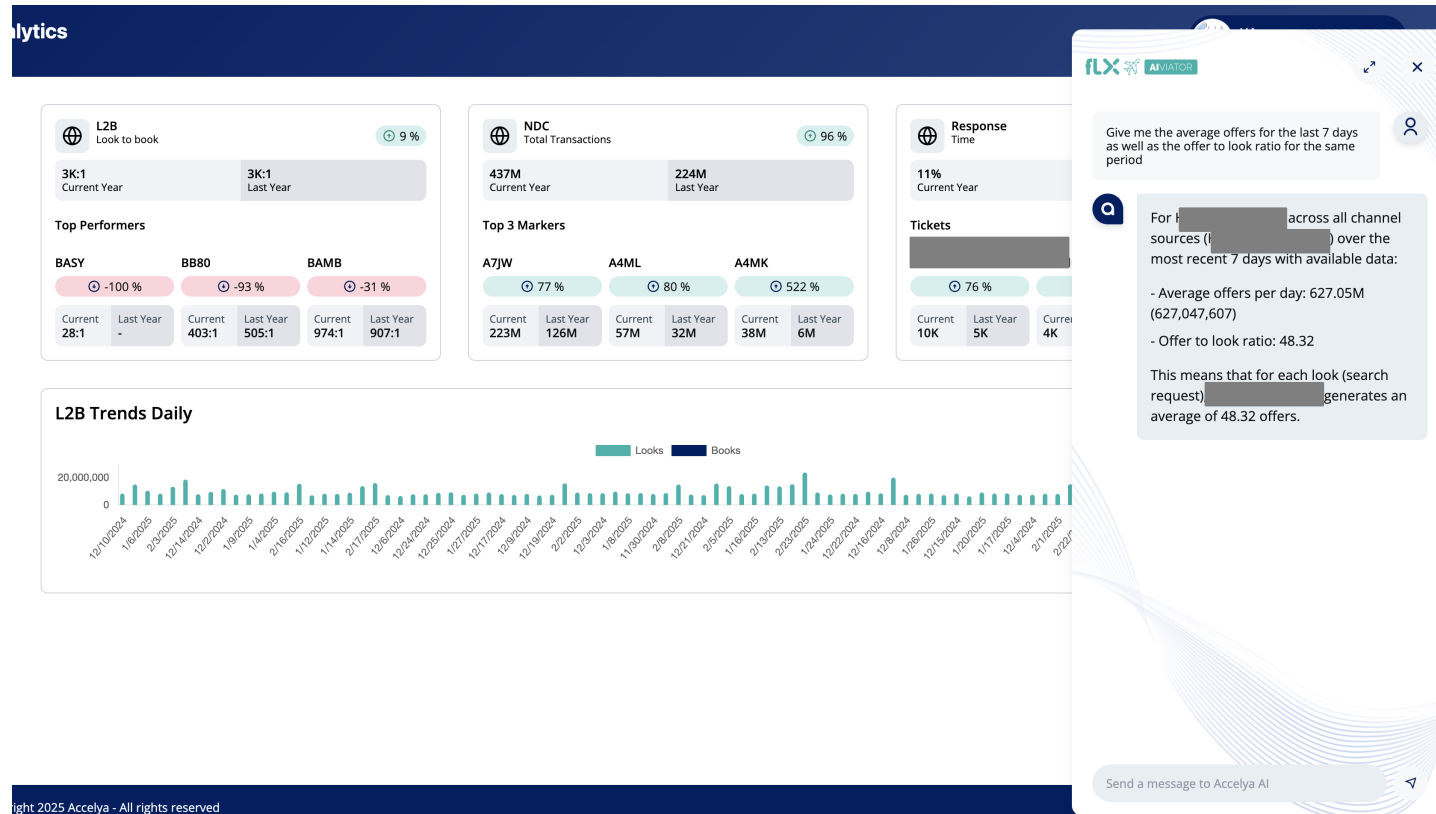


POC – Insights for Offers

ROI – TBD - Real time tweaks to offer strategy
ROI – TBD - Reduction in costs for service



- » AlViator to develop insights for Offers
- » Bridge Lack of visibility of what offers convert, what personas exist.
- » Provide Value Add Capabilities
 - » Link Offers to Orders, including change events
 - » Persona based Offer Search (Family etc)
 - » Analytics on dead markets, concentrations of searches.
- » Status
 - » Model in place, training



L2B

Look to book

9 %

3K:1

Current Year

3K:1

Last Year

Top Performers

BASY

-100 %

Current

28:1

Last Year

-

BB80

-93 %

Current

403:1

Last Year

505:1

BAMB

-31 %

Current

974:1

Last Year

907:1

NDC

Total Transactions

96 %

437M

Current Year

224M

Last Year

Top 3 Markers

A7JW

77 %

Current

223M

Last Year

126M

A4ML

80 %

Current

57M

Last Year

32M

A4MK

522 %

Current

38M

Last Year

6M

Response

Time

11%

Current Year

Tickets

Loss

Hor

76 %

Current

10K

Last Year

5K

Current

4K

L2B Trends Daily

Legend: Looks (green), Books (dark blue)

Date	Looks	Books
12/10/2024	~5M	~1M
1/6/2025	~10M	~2M
2/3/2025	~8M	~1.5M
12/14/2024	~12M	~2.5M
12/21/2024	~10M	~2M
1/9/2025	~8M	~1.5M
1/14/2025	~10M	~2M
2/16/2025	~12M	~2.5M
1/12/2025	~10M	~2M
1/14/2025	~8M	~1.5M
2/17/2025	~12M	~2.5M
12/6/2024	~10M	~2M
12/24/2024	~8M	~1.5M
12/25/2024	~10M	~2M
1/27/2025	~12M	~2.5M
12/9/2024	~10M	~2M
12/19/2024	~8M	~1.5M
2/2/2025	~12M	~2.5M
12/3/2024	~10M	~2M
1/8/2025	~12M	~2.5M
1/30/2024	~10M	~2M
2/8/2025	~12M	~2.5M
12/21/2024	~10M	~2M
2/5/2025	~12M	~2.5M
1/16/2025	~10M	~2M
2/13/2025	~12M	~2.5M
2/23/2025	~10M	~2M
1/24/2025	~12M	~2.5M
12/22/2024	~10M	~2M
12/16/2024	~12M	~2.5M
12/8/2024	~10M	~2M
1/26/2025	~12M	~2.5M
12/15/2024	~10M	~2M
1/20/2025	~12M	~2.5M
1/17/2025	~10M	~2M
12/4/2024	~12M	~2.5M
2/11/2025	~10M	~2M
2/22/2025	~12M	~2.5M

FLX

AI VIATOR

Give me the average offers for the last 7 days as well as the offer to look ratio for the same period

For H [redacted] across all channel sources (1 [redacted] A) over the most recent 7 days with available data:

- Average offers per day: 627.05M (627,047,607)

- Offer to look ratio: 48.32

This means that for each look (search request) [redacted] generates an average of 48.32 offers.

Send a message to Accelya AI

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Order Search

Apply filters to search for orders

All Filters

Saved Filters

Filters

1

✕

⏪

Q Search...

📅 Booking

▼

✈️ Carrier

1

✕

▲

Operating Airline*

EK

ⓘ Expected format: 2 characters

✈️ Flight

▼

🕒 Departure

▼

📍 Arrival

▼

📍 O&D

▼

🎫 Ticket

▼

Showing 11 results

Download CSV

Order ID	Passenger Name	Departure	Arrival	Dep Date ▲	Dep Time ▲	Arr Date ▲	Arr Time ▲	Creation
EK176HB262YA6	MR JA**** SM***	DXB	DUB	Sep 20 2025	7:20	Sep 20 2025	12:15	Sep 10 2025
EK176HLLS7ZA3	MR JE***** TE*****	DXB	DUB	Sep 30 2025	7:20	Sep 30 2025	12:15	Sep 17 2025
EK176HGX7BZA3	MS LA***** FI*****	DXB	DUB	Sep 30 2025	15:15	Sep 30 2025	20:10	Sep 10 2025
EK176HO772YA6	MR IN*** LO*****	DUB	DXB	Sep 30 2025	22:05	Oct 1 2025	8:30	Sep 10 2025
EK176HM7M1YA6	MR JE***** TE*****	DXB	FRA	Oct 12 2025	8:25	Oct 12 2025	13:15	Sep 18 2025
EK176HRHJAZA3	RO** MA*****	DXB	FRA	Oct 12 2025	8:25	Oct 12 2025	13:15	Sep 18 2025
EK176HSD72YA6	MR YO**** GA**	DXB	FRA	Oct 12 2025	8:25	Oct 12 2025	13:15	Sep 10 2025
EK176HSU7BZA3	MR JO** SM***	DXB	LHR	Oct 12 2025	22:54	Oct 12 2025	0:54	Sep 10 2025
EK176HZ972YA6	MS TA** SM***	DXB	LHR	Oct 12 2025	22:54	Oct 12 2025	0:54	Sep 10 2025
EK176H4AGYYA6	KA* BE*	DXB	DUB	Oct 20 2025	7:20	Oct 20 2025	12:15	Sep 16 2025
EK176HJX6BZA3	MS RO*** SP***	JFK	DXB	Oct 31 2025	11:20	Nov 1 2025	7:50	Sep 10 2025

Control tower

Monitor flights with real-time alerts for delays and issues.

COCC

Capacity control

Hub ops

✈️ Track flight 419

🔍 Search...

Flight Direction

☒ Inbound ☒ Outbound

Flight status

All

Airport

Name of airport

Flight number

Eg: XX 1010



Map Table



Control Tower

From date



hh:mm



Destination date

To date

✈️ Scheduled Departures

310



Delayed



On Time



Upcoming

✈️ Scheduled Arrivals

320



Delayed



On Time



Upcoming

Total Shipment



Misconnections



Special Cargo



We are actively engaging airline partners to expedite value

Specific use case proof of concepts + the Vision beta trial



Let's get started

Growing Direct
(NDC) adoption



Beta program

Non-
homogeneous
One Order

Stock Keeper
For new brands

Seatmap
Lead Shopping

Challenge
what's possible

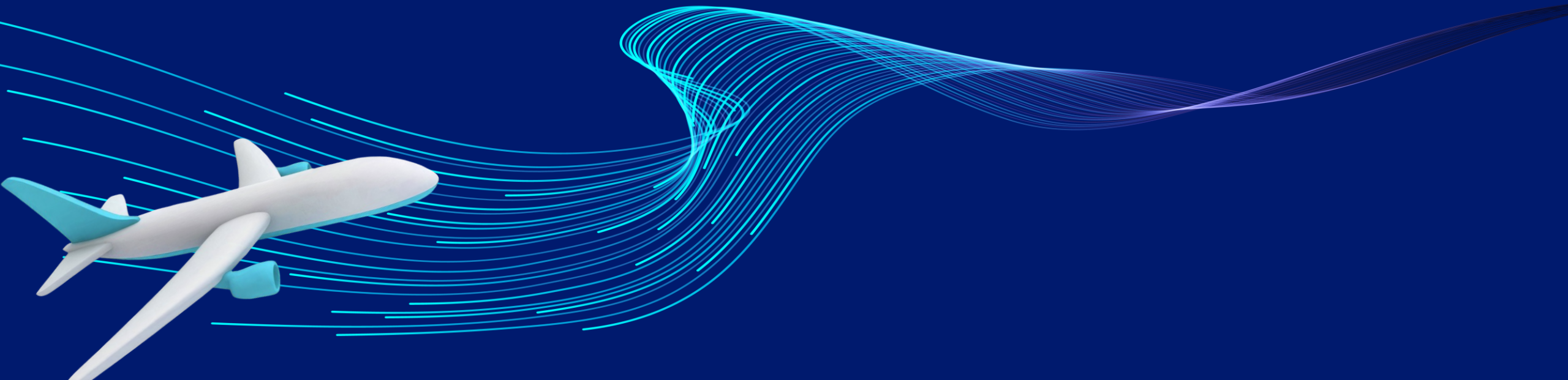
Let's explore how we can move forwards



Massimo Morin

Global Head, Travel @ AWS

Travel companies want to be
the Amazon of Travel





What is a Retailer?

*We innovate by **starting with the customer** and working backwards. That becomes the touchstone for how we invent.*

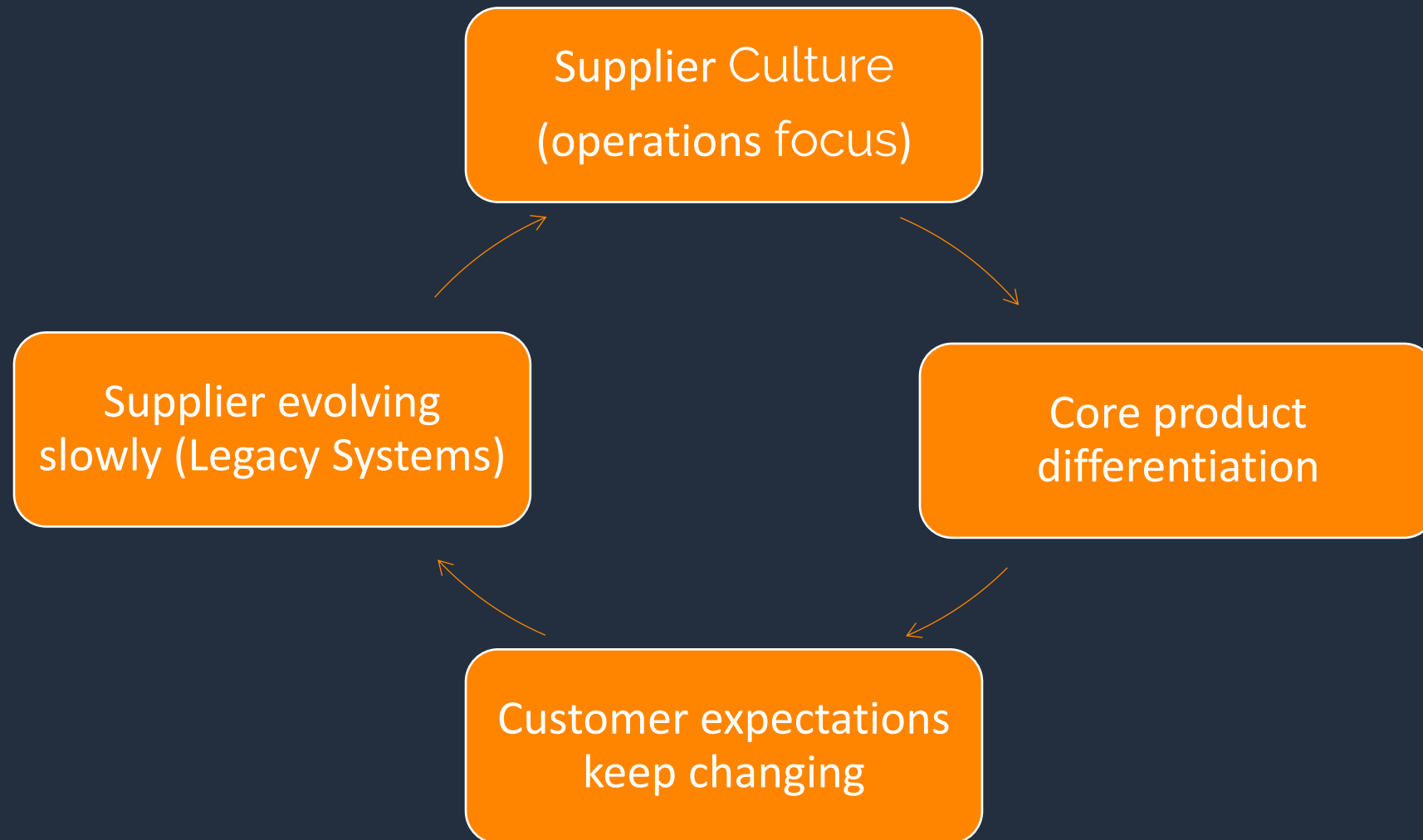
Jeff Bezos, Amazon Founder

What is Retailing

- The essence of retailing is the ability to **serve the customer** throughout the cycle of selecting a product, purchasing, and experiencing the product.
- Create and show the **offer** of the right product at the right time via the right channel, to the right customer... but also...
- Serve the customer **after purchase** ensuring product is delivered at a satisfactory level.
- Amazon Secret: focus on what never change **Selection, Convenience, and Price**



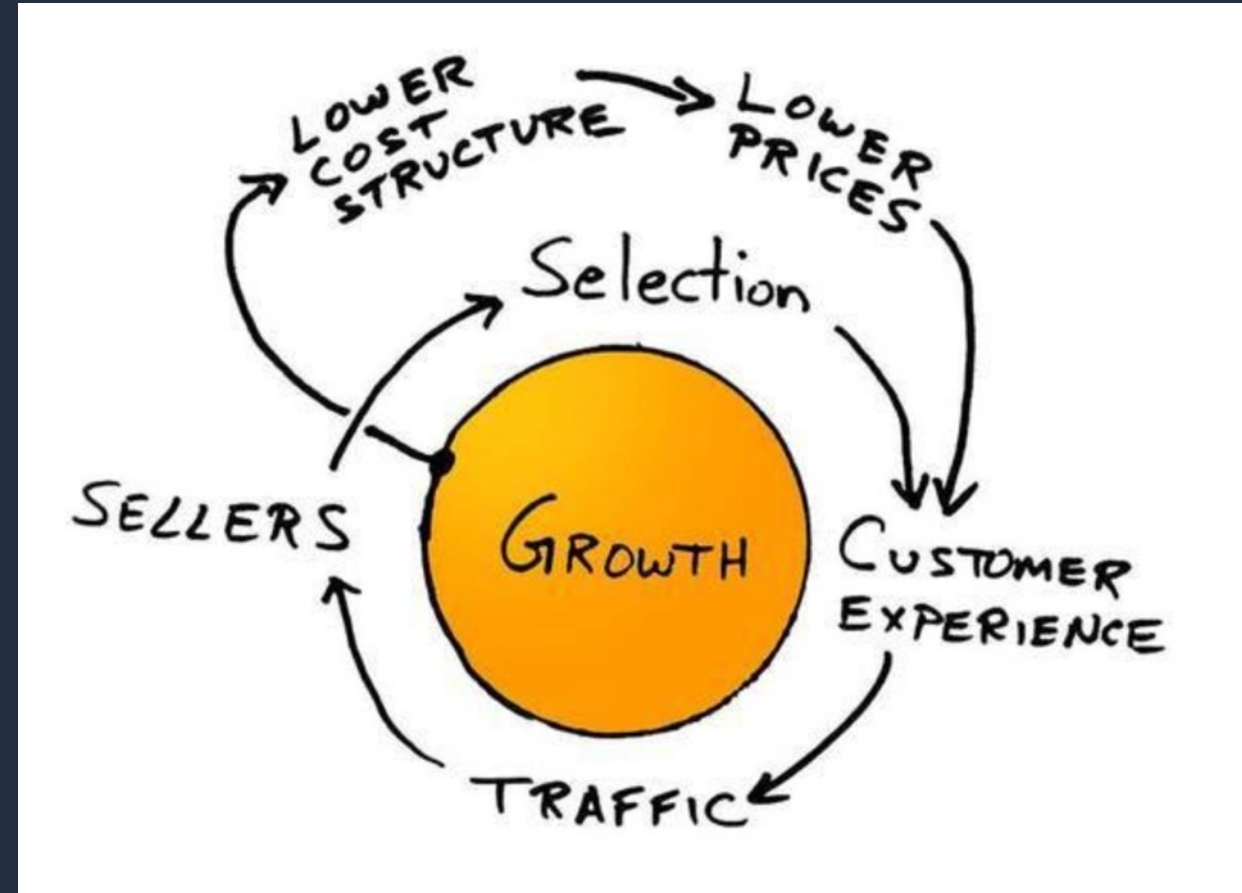
Why is Retailing so Elusive in Travel



Retailing – a different angle from Amazon

Amazon Way - *focus of what never changes*: Selection, Convenience, Price

- **Experience**: Right product via the right channel at the right time
- **Selection** above and beyond the basic
- **Convenience**: One stop shop for what I need
- **Price**: while low price is important, the **right price**, right bundle, and balance of selection and convenience is equally important and can sway the customer (*Amazon Recommended offers*)



5
1

START WITH THE **CUSTOMER**, and work backwards



“...customers are always beautifully, wonderfully dissatisfied ...Even when they don’t yet know it, customers want something better, and your desire to delight customers will drive you to invent on their behalf.” – Jeff Bezos

Do you know your customer?

Where / when does he/she travel? With who? Why?

Why does he/she purchase a given product? What alternatives does he/she consider?

What inspires him/her? What triggers him/her? What worries him/her?

What channel does he/she use? When? Why?

What is the perceived value of the product offered?

Why does he/she purchase a given product? What alternatives does he/she consider?

Data Domain 1: Customer Profile

Building **unified customer profile** so to offer real-time contextual engagements



Do you know your products?

What is it? How clear what is what you are selling?

How easy is to support it? Does it need "extra support"?

Who are you trying to appeal to? What incentives can you offer?

Would people buy it again?

How much does it cost? What is the perceived cost/value ratio?

How does it get experienced? Do people like / dislike it? Why?

How competitive/more valuable is it?

Why does it get bought?

What other products could you offer? Why?

What can you offer to increase value? What gets you higher margin? What can you trade in for different value?

Data Domain 2: Product Catalogue

Understand and explain what you are selling, what is its value, and what is the offer



Do you know what is sold?

What get sold? Who buys it? How much value do you get?

Why people buy it? What related product could you sell?

How frequently a product is bought by this customer? Does it buy again? If not why?

Do I have problems with it?

What new product can I sell to this customer?

What market does this get sold most?

What sell most, what sell least, and why?

What incentives triggered the sales? When? Via what channel?

What was the price point this customer buy this product?

Can I group customers by product? Can I group products by customer?

Data Domain 3: Order Store

An **accurate record** of what got sold, at what price, to which customer, and when



Why? Agility!

You want to control these 3 data domains so you can **quickly react** to market changes



How to rethink your MAR strategy

Business Transactions

Business Intelligence



Paradigm shift from a Transactional to Decisioning Platform

Transactional Platform

1. **Transaction efficiency** at the core - sell, serve, deliver, settle
2. Manage the customer
3. Manage the offer
4. Manage the order
5. Manage delivery & settling
6. Scaling based on market demand
7. High throughput/low latency
8. Cover the sales, customer care, product delivery
9. Integrate with customer / airline operations
10. Transact large amount of data at global level

Decisioning Platform

1. **Data/Data access** at the core – customer, product, order
2. Use open standards / APIs
3. Democratize access to data
4. Activate data driven insights
5. Enable interoperability
6. Easy deploy Analytics and ML/AI
7. Ability to differentiate the transaction and act in real time
8. Predict customer needs
9. Drive customer/operational efficiency
10. Expand in areas unseen now

How can AWS help

Transactional Platform

1. **Largest and most adopted cloud provider**
2. **Secure**
3. **Scalable**
4. **Reliable**
5. Extensive functionality w/ 200+ full services running on 37 global regions
6. Cost-effective w/ 161 price reduction to date*
7. Trusted by millions of active monthly customers
8. 140K+ active partners from 200+ countries helping you grow

Decisioning Platform

1. A **comprehensive set of capabilities** for every analytics workload, optimized for price performance and scale
2. Custom built database as managed services
3. Comprehensive set of ML/AI tools off the shelves
3. Deepest and broadest set of analytic tools
4. Extensive platform for ML/AI (SageMaker)
5. Generative AI platform with cutting edge LLM models (Bedrock)

Figure 1: Magic Quadrant for Strategic Cloud Platform Services



Gartner

AWS Named as a Leader for the **14th Consecutive Year** in 2024 Gartner Magic Quadrant for Strategic Cloud Platform Services

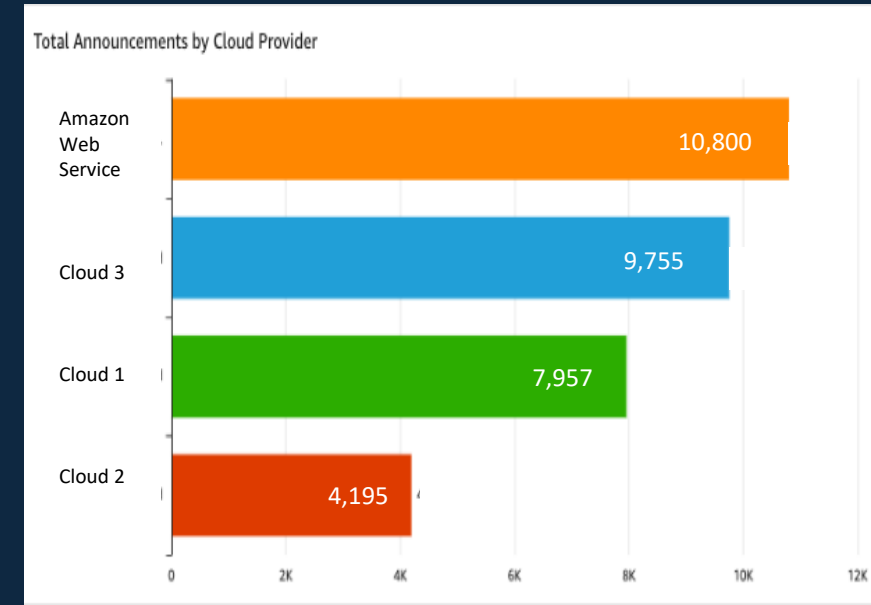
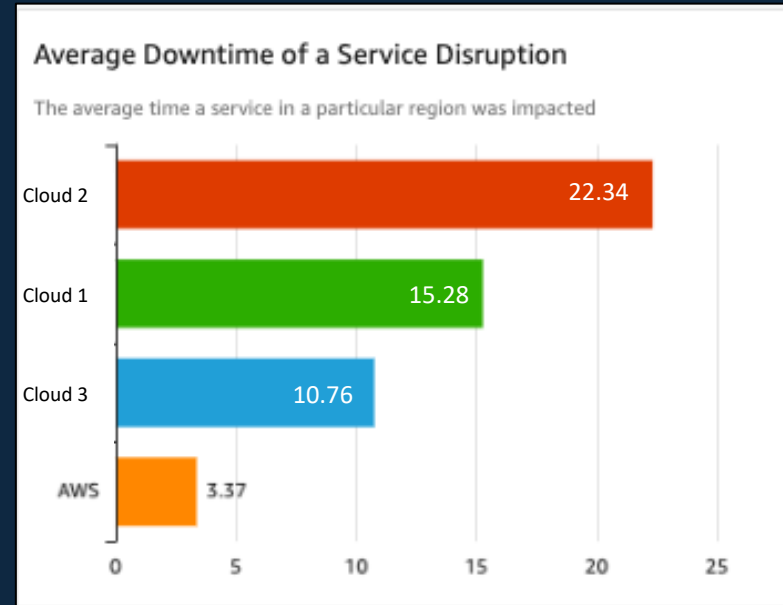
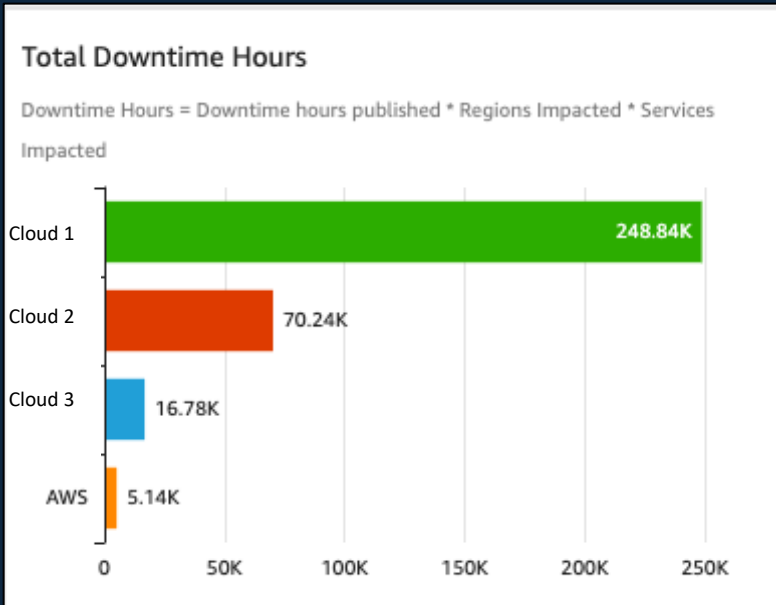
With the **largest breadth and depth of capabilities**, the fastest **pace of innovation**, and the largest **community of customers and partners**, AWS has been named a Leader in the 2024 Gartner MQ

<https://aws.amazon.com/blogs/aws/read-the-2023-gartner-magic-quadrant-for-strategic-cloud-platform-services/>

*Gartner, Magic Quadrant for Cloud Infrastructure & Platform Services, Raj Bala, Bob Gill, Dennis Smith, David Wright, Kevin Ji, 1 September 2020. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinion of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. The Gartner logo is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved.

Speed of Innovation and Cutting-Edge Reliability

95% of services and features created by customer requests



AWS supports **143 security standards and compliance certifications**, including PCI-DSS, HIPAA/HITECH, FedRAMP, GDPR, FIPS 140-2, and NIST 800-171, helping satisfy compliance requirements for *every regulatory agency around the globe*.

AWS is the **most reliable** and **innovating faster** than anyone else: since 2011 we have released over 21,000 significant services and features, including over 3,000 services in 2024 alone.



(*) Data 1/1/2020 to 9/1/2025

Kinective Media by United Airlines

Your audience is always on the move – your message should be too. Get in front of United customers no matter where they are in their journey: at home, at the airport, during their flight, at their destination and everywhere else.

Engage 108 million unique flyer anywhere with Kinective MediaSM by United Airlines.



Engage your customer where they are



Leverage Amazon Connect Customer Profiles (C360) and AWS Clean Room to create dynamic audiences for marketing and 3rd party ancillaries sales of a captive audience.

[Kinective Media by United Airlines revolutionizes customer experience & data collaboration using AWS](#)

AWS: Trusted by many

21 of top 30 airlines in the worlds run mission critical workloads on AWS



05 June 2025

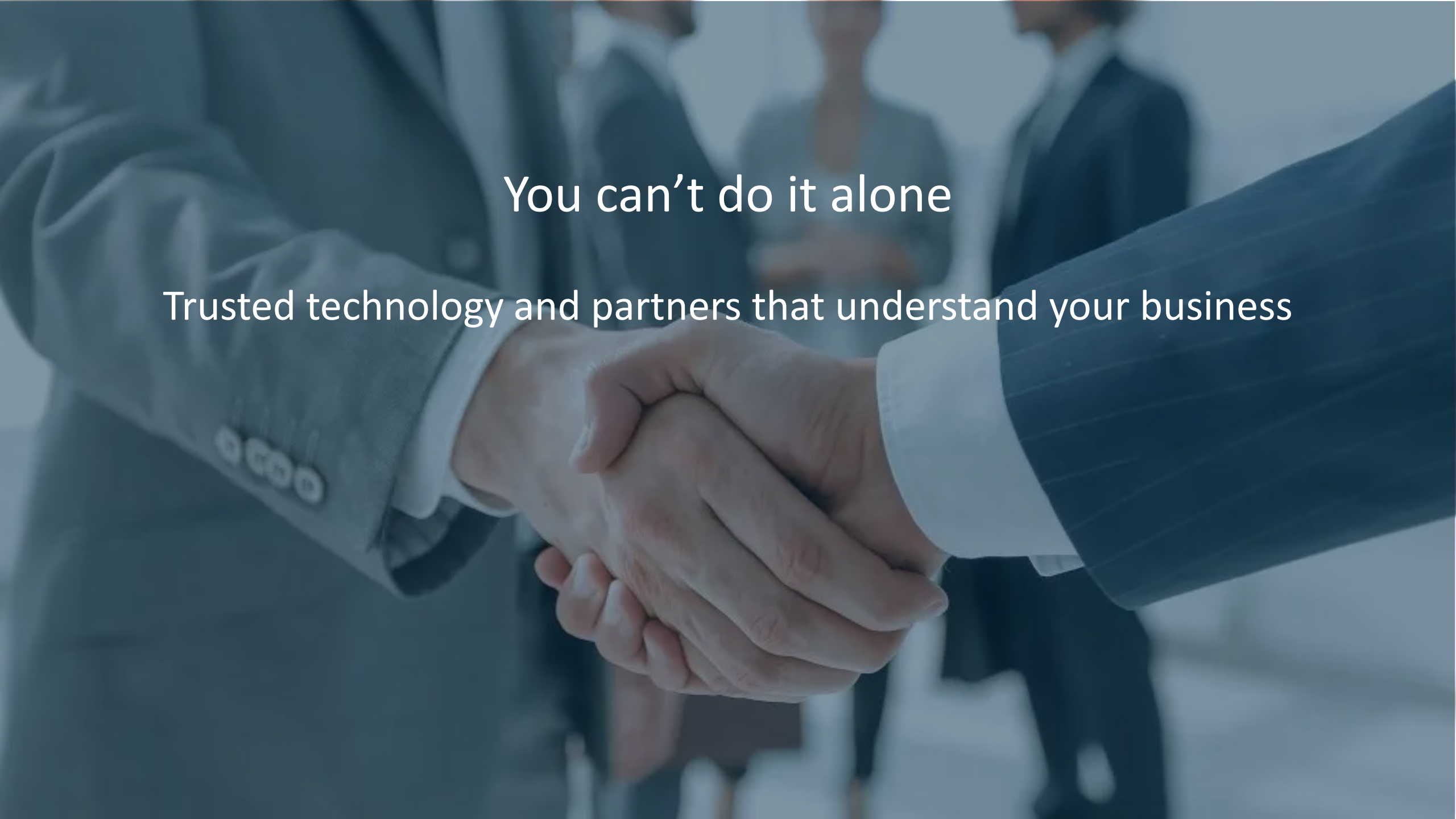
Iberia Airlines Transforms Air Travel Through Cloud and AI Innovation with AWS



- Spain's leading airline migrates mission-critical applications to AWS and adopts generative AI to enhance passenger satisfaction, speed innovation, and optimize its global operations

<https://grupo.iberia.com/news/05062025/iberia-airlines-transforms-air-travel-through-cloud-and-ai-innovation-with-aws?ref=Home>

aws

A close-up photograph of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are wearing white dress shirts and dark pinstriped suit jackets. The background is blurred, showing other people in business attire. The entire image has a light blue tint.

You can't do it alone

Trusted technology and partners that understand your business

Accelya / AWS Partnership

Products ▾Solutions ▾FLX AIViatorResources ▾Partners ▾About Us ▾Careers

Request a Consultation

Home > Resources > eBooks > Transform Airline Retailing at Scale with Accelya and AWS

eBooks

Transform Airline Retailing at Scale with Accelya and AWS

In today's aviation industry, successful retailing depends on an airline's ability to deliver **personalized, dynamic offers at scale**. This requires more than traditional systems; it demands **advanced technology that combines scalability, agility, and reliability**.

Accelya, in collaboration with Amazon Web Services (AWS), provides that scalability. Accelya brings reliable, resilient, secure, and proven retailing solutions for the airline industry and adding AWS scalability and elasticity, and Amazon's retail expertise, is a huge differentiator and value-add.

AWS's cloud infrastructure allows Accelya to enable billions of daily offers for airlines, ensuring that every passenger receives a personalized experience without any compromise in performance.

As the global leader in New Distribution Capability (NDC), Accelya powers 57% of all NDC transactions, delivering 31 billion daily offers. This is double the volumes we handled a year ago.

In our latest ebook, "Delivering Modern Retailing at scale through Accelya & the Amazon Web Services Cloud," we take you on a journey through innovative solutions, groundbreaking collaborations, and airline strategies that are reshaping the industry.

Download our eBook!

First Name*

Last Name*

Work Email*

Job Title*

Company Name

Industry* ▾

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Download

A medium shot of Andy Jassy, CEO of Amazon, speaking. He is a middle-aged man with short, light brown hair, wearing a dark blue patterned blazer over a blue and white checkered button-down shirt. He is gesturing with his right hand, palm facing up. The background is dark with vertical light streaks.

“We like to say that
there is no compression
algorithm for **experience**.”

Andy Jassy, CEO
Amazon.com, Inc



Thank you!



accelya