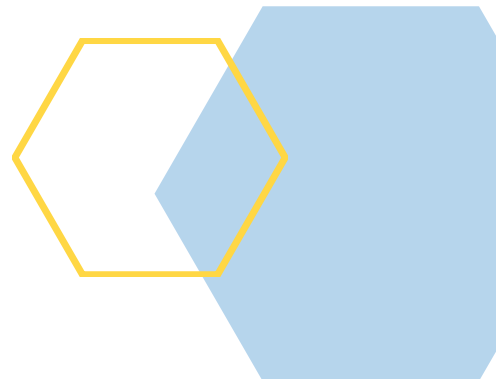




ARC: In the Vanguard for Offers and Orders





THE FACTS

On January 27th, Airlines Reporting Corporation (ARC) announced the launch of the air travel industry's first orders-based reporting and settlement system. The first release enables the reporting and settlement of orders with a cash form of payment while also supporting real-time data exchange and expanded reporting and analytics.

THE ANALYSIS

Since the beginning of the industry's moves towards Offer and Order based retailing ARC has been in the vanguard of developing the standards and processes that will be needed to make it a reality. Its representatives participated in the initial ONEOrder workshops held by IATA in the middle of the last decade. In 2018, ARC facilitated the first settlement of NDC Orders in conjunction with British Airways and in 2021 it formalised its capabilities under the name NDC Direct Connect.

The latest announcement keeps ARC at the forefront of development and, if anything, it is now moving faster than the airlines that are progressing towards OOSD. As an industry-owned body, it takes direction from its Board which represents several of the biggest North American and European carriers. That they have sanctioned the investment in the new platform indicates that among top-tier airlines there is a general acceptance that the industry is committed to the move to modern retailing.

The technical challenges that have faced ARC in the development of the orders-based reporting and settlement solution are not trivial. Although the team has kept as far as possible to the emerging IATA standards for Settlement with Orders (SwO), the current standards have proven insufficient for real-world use. This will change as experience develops and the IATA working groups will catch up in time. It has been imperative for the developers that airline and agency customers will not see any degradation in the quality of data they receive nor in the timeliness of settlement. They have also had to manage the same issue that everyone involved in the transition is dealing with - the old world and the new will live side by side for many years. ARC must be able to integrate the old and the new sufficiently seamlessly that customers will adopt the new solutions.

[First View: ARC In the Vanguard for Offers and Orders](#)

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THE SPECULATION

The announcement from ARC does not include any indication of a launch customer for the new facility, but in conversation with T2RL, company representatives said that they expect to be able to do so in the first quarter of 2026. They also indicated that they have a number of travel agencies and airlines in the US market that are committed to working with them on a Proof of Concept. We expect to see the first live transactions through the platform in the (Northern Hemisphere) spring of this year.

The further development of the SwO standard will also continue this year. ARC is not the only entity working on an implementation. Others including Amadeus and Accelya are also active in the field. By moving first ARC has made it more likely that its enhancements to the standard will be adopted. That likelihood will be increased with a successful Proof of Concept.

T2RL Travel Technology Research Ltd. (T2RL) is an independent sourcing and research company that specialises in airline technology and distribution. Based on data since the year 2000 T2RL has tracked industry trends for airlines as well as their IT providers, distribution partners, and customers, all of whom use T2RL's research to make informed business decisions to meet current and future needs. While T2RL has taken all reasonable steps to provide accurate and timely information, it is provided on an "as is" basis and is correct to the best of our knowledge as of 31 January 2026. For further information, visit our website at www.t2rl.com.