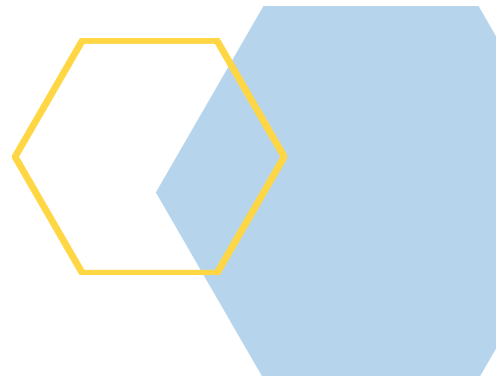




# Oops.solution: Applying Hard-Won Experience to OOSD Transition





## THE FACTS

TIK Systems has introduced oops.solution (Offer and Order Passenger Servicing Solution), a platform that marries an Offer-Order management core with the functionality of a traditional Passenger Services System (PSS).

## THE ANALYSIS

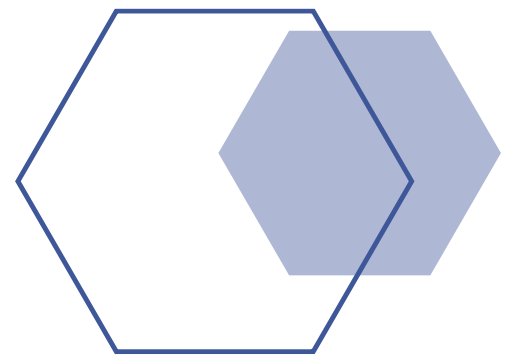
TIK Systems is led by co-founder Roland Heller, a technology entrepreneur with over 30 years in the airline domain. The company was founded in 1995 as a joint venture between independent entrepreneurs and Swissair Information Systems. In 2004, TiK Systems launched its tikAERO PSS aimed at smaller carriers. It was known for applying 'new-gen' tech - at the time, Microsoft software - to airline systems.

The business was sold in 2010 to Mercator, then the IT arm of the Emirates Group, where the platform was renamed Avantik. After serving as CEO of Mercator Asia, in 2014 Heller returned to lead TiK Systems. The team worked on projects for IATA and PSS providers, before applying their retailing and distribution expertise to building oops.solution.

Oops.solution addresses the problem of how smaller airlines move toward offer and order-based architecture without becoming disconnected from existing operational processes and legacy integrations. It does this by supporting the full scope of a traditional PSS while introducing an offer and order retail core based on IATA industry standards.

At the centre of oops.solution is an offer and order orchestration layer that manages offer creation, optimisation, servicing and fulfilment, together with ONE Order-compliant order management. The platform also supports NDC distribution. Additional modules range from a CRM and schedule management to a product catalogue and payments. External integrations support functions such as revenue management, revenue accounting, departure control, and analytics.

A strength of TIK Systems is the analysis and documentation of the interfaces required to bridge between traditional messaging standards and the offer-order environment. This is an important but often under-appreciated challenge in airline retailing transformation.





For the foreseeable future the industry will operate in hybrid mode, with PNRs, tickets and EDIFACT messaging continuing alongside Offer-Order-Settle-Deliver (OOSD) architecture. Platforms that bridge the “old” and “new” are likely to play a key role in industry transition.

For a start-up airline, TIK Systems claims oops.solution can be deployed within a few days, or within six months in a brownfield environment. This may be attractive for smaller airlines that lack the resources or appetite for long and complex implementation programmes.

Airline customers include FlyRNA, Marathon Airlines, Alii Palau Airlines, LiliAir, Lübeck Air, Linear Air, Safarilink, Mannheim City Air, TUS Airways, and Global Airlines. The largest concentration is in Europe, particularly Germany. Notably, none is in Asia despite TIK Systems’ Thailand HQ, which suggests the region may be a significant growth opportunity.

## THE SPECULATION

Collectively the smaller carrier segment is large in scale, representing 794 million passengers boarded (PBs), but each carrier typically operates lean operations. Technology investment needs to be proportionate to the revenue opportunity. Heller is not new to this market, which appears to have informed both the architecture and the market positioning of the platform. Notably, Heller and team have built the solution from scratch rather than repurposing older architecture. That decision allows a greenfield design which possibly reduces the cost of sale.

Oops.solution features dynamic pricing using AI, and newer approaches, like willingness-to-pay analysis and A/B experimentation. At the outset such sophisticated functionality seems incongruent with the size of the internal teams at Tier 3 and Tier 4 airlines. Perhaps there is a market for offering this as a managed service in the future.

Whether oops.solution gains significant traction will ultimately depend on execution. However, the combination of Tier-3 and Tier-4 experience, a clean architectural starting point, and a clear understanding of the transition suggests TiK Systems is approaching the challenge with a realistic view of the market it intends to serve.

*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 06 March 2026. For further information, visit our website at [www.t2rl.com](http://www.t2rl.com).*

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