



AirCore Order Manager

New Distribution Capability

- Add NDC Order Management to your existing PSS with minimal change
- Master control for NDC and non-NDC orders—complete context awareness
- Consistent servicing across channels
- Full customer information for Business Intelligence
- Elegant foundation for ONE Order

IATA New Distribution Capability

The IATA New Distribution Capability (“NDC”) sets messaging standards for airlines to deliver their product offering through in-direct distribution channels, in real time and in a consistent manner with airline direct channels. Consistency is an important factor in gaining consumer “trust” and a critical first step to “true airline retailing.” NDC also enables airlines to differentiate and increase revenue through rich content and extending their full product to a wider audience.

To implement an NDC environment, airlines need a solution to manage offers (Offer Management) and to create, store and manage orders (Order Management). To date, focus has been primarily on Offer Management where airlines have been exploring the best way to differentiate their products through packaging, rich content and expanded services, all of which is expected to lead to increased revenue.

However, NDC can also put control back in the hands of the airline. With this new-found control, airlines have the potential to harness and utilize a wealth of customer information to create personalized offers and services that cannot be easily matched. Order Management is the key to that potential.

Offer Management certainly provides the airline with a good deal more information about anonymous shopping through in-direct channels than is available today, but it is Order Management that has the potential to truly know the customer.

Additions, changes and servicing orders can provide an incredible wealth of information about a customer when that customer is transacting through an NDC channel. Marrying information and personalizing offers and services to customers who transact through both NDC and non-NDC channels becomes more complex.

A sophisticated, robust Order Management solution that sits in front of PSS and holds master order control for NDC as well as non-NDC orders is ideal. Unisys AirCore® Order Manager™ is that solution.

A Solution for Now and the Future

AirCore Order Manager is an Omni-channel solution that provides master order control for both NDC and non-NDC orders. It is based on the modern AirCore PSS and runs parallel to an airline's PSS.

NDC standards are used to create and service an NDC Order and are maintained to the latest IATA version, which continues to evolve with airline experience. AirCore Order Manager also accepts orders from non-NDC channels. An airline may want to begin with non-NDC orders from their own digital-direct channels into AirCore Order Manager then, for example, expand to non-NDC bookings from partners.

Orders are synchronized with the existing PSS to ensure the integrity of booking data. For example: NDC and Digital-direct orders are stored in a relational database. A comprehensive customer database links a customer's orders/bookings and can receive real time updates from CRM. This enables the airline to seamlessly service customers who may have booked through an NDC channel but need to make changes or additions through an airline's digital channel.

AirCore Order Manager communicates with the airline PSS for order servicing in ways the PSS is used to communicating (i.e. EDIFACT and Airlmp) or APIs. This greatly reduces changes to the PSS. In addition, AirCore Order Manager interfaces to Payment systems and Pricing systems are robust and can adapt to a variety of providers. It also presents a solid foundation for transitioning to ONE Order.

Unisys is partnering with JR Technologies (JRT) on a joint approach to Offer and Order Management. The integration of AirCore Order Manager and JRT's Offer Management system ("OfMS") provides a comprehensive approach for airlines to begin personalizing offers and customer service.

It will take time for NDC channel shift to complete. In the meantime, airlines can continually build a wealth of customer information and insight for sales and service optimization and personalization through AirCore Order Manager and our joint approach with JR Technologies.

For more information and to discuss ways that AirCore Order Manager can benefit your airline, contact Unisys at TravelTransport@unisys.com