



# Airline Retailing Maturity (ARM) index

## Transition information

Further information at: <https://retailing.iata.org/armi/>

### Brief Overview of the Three Pillars

The previous certification programs were comprised of one pillar which was the technical validation of the messages used. In the last two years, the ONE Order standard was added to the certification program, and the NDC certification was expanded to include a limited number of use cases and capabilities (NDC@Scale).

In the current remodel of the certification program, the scope becomes broader and includes not only technical aspects, but also recognizes the benefits of value chain collaboration and value creation.

### Capabilities Verification

The Capabilities Verification has been built on past certification principles and expanded to encompass the broader scope and stronger verification within the IATA Enhanced and Simplified Distribution (EASD) standards. While XML messages will be used to verify many of the capabilities, the emphasis is on the capability rather than solely technical messages. All the capabilities are listed in business terms, instead of technical terms, so they can be more easily shared and understood across the industry.

Airlines, Sellers, and System Providers will be eligible to participate in the Capabilities Verification. Each capability is defined for Airlines and for Sellers. System Providers will have the option to be verified on the definitions that are linked to their customers (Airlines or Sellers).

### Partnerships Deployment

The Partnerships Deployment aims to review a company's strength of deployment based on partnerships, volumes, and endorsements. A company can be technically capable in many areas, but if they are not using these capabilities in connections with partners (i.e. volumes going through the pipes) the objective is potentially defeated.

The company will provide information on network reach, customer access to offers and orders, and volumes. The company's retailing partners will confirm the live capabilities in the individual deployment and provide a satisfaction score based on a few implementation areas.

Airlines and Sellers will be eligible to participate in the Partnerships Deployment.

### Value Capture Compass

The Value Capture Compass is designed to help airlines accelerate progress and track potential value captured along the retail transformation journey.

This tool allows airlines to accelerate their progress by identifying and prioritizing the most critical gaps to advance their retailing capabilities. The Value Capture Compass provides a structured survey which will quantify the gap between the airline's current state, their peers, and the industry leaders. Tailored points for

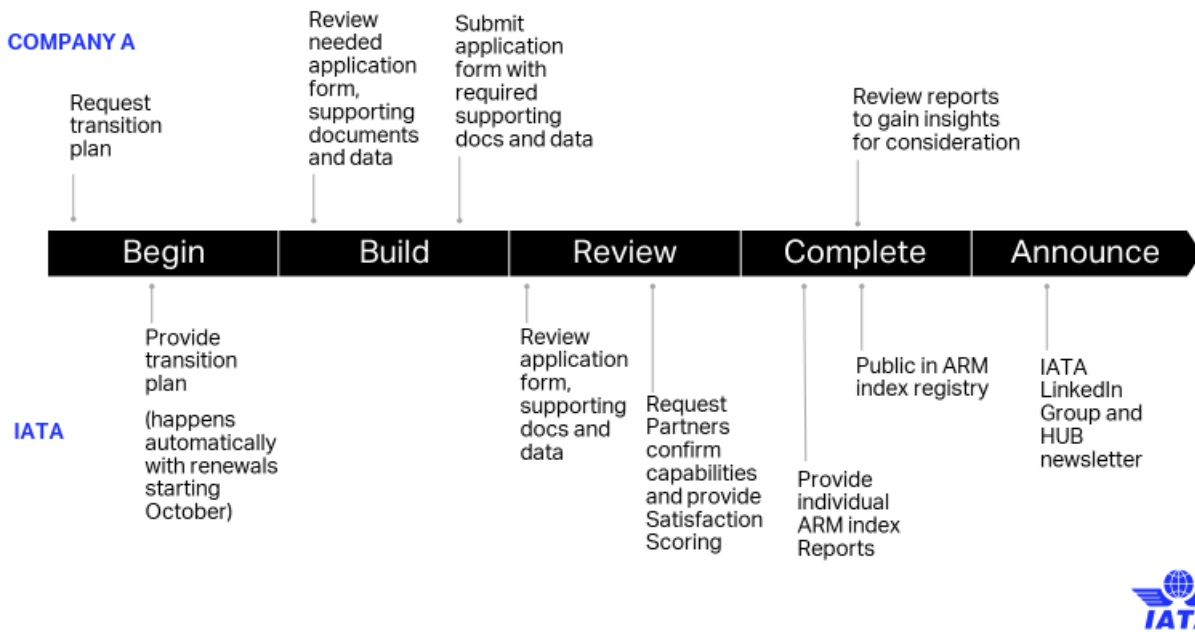


consideration will highlight opportunities that will help the airline to successfully progress on its retailing journey.

Individual airline responses are kept confidential, and outputs are for airline internal use.

Only Airlines are eligible to participate in the Value Capture Compass.

## Certified Company Transition Process



## Example transition for an NDC Certified/Capable Level 4 Company

Company A's current NDC Certified messages	Example capabilities in Capabilities Verification (not an exhaustive list, for example only, please review the full list of capabilities available at <a href="https://retailing.iata.org/armi/docs/">https://retailing.iata.org/armi/docs/</a> )
<ul style="list-style-type: none"> <li>AirShoppingRQ</li> <li>AirShoppingRS</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Shop for flights [SHPFLT]</a></li> <li><a href="#">Shop for ancillaries [SHPANC]</a></li> </ul>
<ul style="list-style-type: none"> <li>OrderCreateRQ</li> <li>OrderViewRS</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Order creation without payment [ORDWPM]</a></li> <li><a href="#">Order creation with payment [ORDCRE]</a></li> <li><a href="#">Payment using Settlement Platform [PATSET]</a></li> <li><a href="#">Pay using Customer Instrument [PAYCPC]</a></li> </ul>
<ul style="list-style-type: none"> <li>OrderReshopRQ</li> <li>OrderReshopRS</li> <li>OrderChangeRQ</li> <li>OrderViewRS</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Order changes through the Seller requiring a reshop [ORDRSH]</a></li> <li><a href="#">Pay using Customer Instrument [PAYCPC]</a></li> <li><a href="#">Pay for an existing Order [PAYORD]</a></li> </ul>



- OrderChangeNotifRQ (all capabilities with OrderChangeNotifRQ would require the submission of the corresponding Acknowledgement message)
  - [Order changes initiated by the airlines with notifications \[ORDOCN\]](#)
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### **If Company A is an Aggregator or IT Provider:**

In the ARM index the company designation is System Provider.

Steps to take:

1. Review and complete the ARM index application form found on <https://retailing.iata.org/armi/docs/>, send to IATA at [armi@iata.org](mailto:armi@iata.org). IATA will return to you with a Capabilities Verification input form.
2. Review the full list of available capabilities at <https://retailing.iata.org/armi/docs/> keeping in mind your customer type (Airlines or Sellers)
3. Send Capabilities Verification input form and additional supporting documents required to demonstrate capabilities desired (e.g. XML messages within a workflow). Minimum of one capability is required to be in the ARM index.
  - If in current NDC certification the XML messages were sent in a workflow, then note that the supporting documents have been previously received by IATA. IATA can use the current files to verify capabilities, so there will not be a need to resend the same supporting documents.
4. IATA will come back to you for any additional clarification needed, then complete the certification process.
5. Company will receive new certification documents and be included in the ARM index registry once launched in October 2021.

### **If Company A is a Seller:**

In the ARM index the company designation remains Seller.

Steps to take:

1. Review and complete the ARM index application form found on <https://retailing.iata.org/armi/docs/>, send to IATA at [armi@iata.org](mailto:armi@iata.org). IATA will return to you with a Capabilities Verification and Partnership Deployment input form.
2. Review the full list of available capabilities at <https://retailing.iata.org/armi/docs/> noting specific definitions for Sellers
3. Review and complete the data required for Partnerships Deployment in the input form.
4. Send Capabilities Verification and Partnerships Deployment input form and additional supporting documents required to demonstrate capabilities desired (e.g. XML messages within a workflow). Minimum of one capability is required to be in the ARM index.



- If in current NDC certification the XML messages were sent in a workflow, then note that the supporting documents have been previously received by IATA. IATA can use the current files to verify capabilities, so there will not be a need to resend the same supporting documents.
5. IATA will come back to you for any additional clarification needed, then complete the certification process.
  6. Company will receive individual maturity report, new certification documents and be included in the ARM index registry once launched in October 2021.

### **If Company A is an Airline:**

In the ARM index the company designation remains Airline.

Steps to take:

1. Review and complete the ARM index application form found on <https://retailing.iata.org/armi/docs/>, send to IATA at [armi@iata.org](mailto:armi@iata.org). IATA will return to you with a Capabilities Verification, Partnership Deployment, and Value Capture Compass input form.
2. Review the full list of available capabilities at <https://retailing.iata.org/armi/docs/> noting specific definitions for Airlines
3. Review and complete the data required for Partnerships Deployment in the input form.
4. Review and complete the Value Capture Compass survey in the input form.
5. Send the completed input form and additional supporting documents required to demonstrate capabilities desired (e.g. XML messages within a workflow, company documents). Minimum of one capability is required to be in the ARM index.
  - If in current NDC certification the XML messages were sent in a workflow, then note that the supporting documents have been previously received by IATA. IATA can use the current files to verify capabilities, so there will not be a need to resend the same supporting documents.
6. IATA will come back to you for any additional clarification needed, then complete the certification process.
7. Company will receive individual maturity report, new certification documents and be included in the ARM index registry once launched in October 2021.

## **Note on certification logos**

With the launch of the ARM index program, IATA will issue a new logo for participants. The current NDC and ONE Order certification logos will be phased out with the current programs, transitions to be completed by October 2022 (one year from the launch of the ARM index program).