



Omnevo partners with dnata to set new digital F&B retailing standards for airlines

WIESBADEN, GERMANY, 20 APRIL 2021 – Omnevo, leading provider of digital ancillary revenue models and part of the AOE group, has been chosen by dnata, one of aviation’s leading air services and catering operators, to further develop its on-board and pre-order catering program for one of its flagship inflight retail customers, setting new industry benchmarks in digital retailing and catering management.

In a sharing of mindset, ambition and technology to attack the post-COVID recovery market, dnata (through its Alpha Flight Services joint-venture) has selected Omnevo to power its future omnichannel retailing and on-board sales and service offerings on-board its largest inflight-retail airline customer in the UAE. The project scope includes a digital program to radically enrich on-board and pre-order catering programs, including the rollout of Omnevo’s digital platforms in powering the on-board ePos and pre-order systems and its unique expertise in supply-chain management. The first such joint airline digital retailing solution has already begun on 1st of April”.



Omnevo has responded to the urgent needs of the battered aviation market by creating a new, modular ecosystem with low entry cost that offers the industry’s only seamless, end-to-end solution, including the unmatched capability to generate real-time analytics throughout the entire supply-chain. This incorporates precise identification of what is consumed, purchased, wasted and lost, creating significant cost-savings and customer service improvements for airlines of any size.

In a similarly dynamic approach, dnata’s catering division has continued to innovate and expand at pace over the past 12 months, launching its dedicated inflight retail unit in the UK, adding to its airport lounge network and developing innovative menu solutions for airlines and on-ground customers, while entering the consumer food market.





Michael Raasch, CEO of Omnevo, welcomed the agreement: “Particularly from my own airline background, we are especially delighted to work with such globally respected operators as dnata and Alpha Flight Services. Our concept for Omnevo was crystalized right in the heart of this crisis specifically to smash through a number of key operational barriers faced by airlines and other mobility operators, so we know their challenges and how to resolve them.



Omnevo's solution has already proven to strongly improve retail program and supply chain efficiency by double-digit percentage figures with other pioneering airlines by reducing involuntary stock-loss, fraud, food waste and routing and supply chain issues and supporting sustainability goals. These enhanced efficiencies can drive a post-COVID recovery for the airlines and operators with the vision to realize that the already declining effectiveness of traditional methodologies will not – cannot – fully address these new realities.”



David Loft, Chief Commercial Officer of dnata catering, commented: “Every area of aviation has faced an unprecedented crisis in COVID-19. Positively, the challenges of the last 12 months have driven an even sharper focus on customers across the board and fast-tracked the development of technology and product solutions. Working closely with our joint venture partner Alpha Flight Services, we are pleased to add Omnevo to our list of technology partners, an equally ambitious and performance-driven team providing world-leading solutions.”





Kian Gould, CEO of AOE and Chairman of Omnevo, added: “Exactly when it is most needed, the comprehensive strength of Omnevo’s modular solution suite meets the constantly shifting needs of the market and provides something never available before – holistic, vendor-agnostic, end-to-end provision across the whole journey.

It’s particularly exciting to work with such ground-breaking operators as dnata. Like Omnevo, they are responding to the transformed market with new perspectives and innovative ways of working that cut costs and build better passenger experiences while strengthening revenue streams and loyalty.

After almost a year of relentless gloom across aviation we’re charting the route to a faster, stronger, sustained recovery in the crucial year ahead with a proven, low-cost, out-of-the-box system that equips airlines with the optimal tools to seize control of their revenue destiny.”



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Company information

Omnevo: Launched in 2021 and headquartered in Wiesbaden, Germany alongside parent company AOE, Omnevo represents next-level digital ancillary revenue and operations empowerment for mobility and hospitality providers such as airports, airlines, rail operators, brands and malls. Omnevo's solutions are modular and built upon highly scalable architecture that blends a comprehensive portfolio of tailored, adaptable features with an agile, customer-centric development approach. Enabling everything from pre-order and e-commerce, to onboard retail and back-office operations and supply chain management integration, Omnevo's products allow mobility and hospitality providers to regain full control of their omnichannel retail customer engagement while leveraging the undisputed power of e-commerce marketplaces.

dnata: dnata is one of the world's largest air services providers. Established in 1959, the company ensures the aviation industry operates smoothly and efficiently at 126 airports. Offering ground handling, cargo, travel, and flight catering services in 35 countries across six continents, dnata is a trusted partner for over 300 airline customers around the world. In the financial year 2019-20 dnata's customer-oriented teams handled 681,000 aircraft, moved 2.9 million tonnes of cargo, uplifted more than 93 million meals, and recorded a total transaction value (TTV) of travel services of US\$ 3.0 billion.

Please visit <https://www.omnevo.net> for more information.

