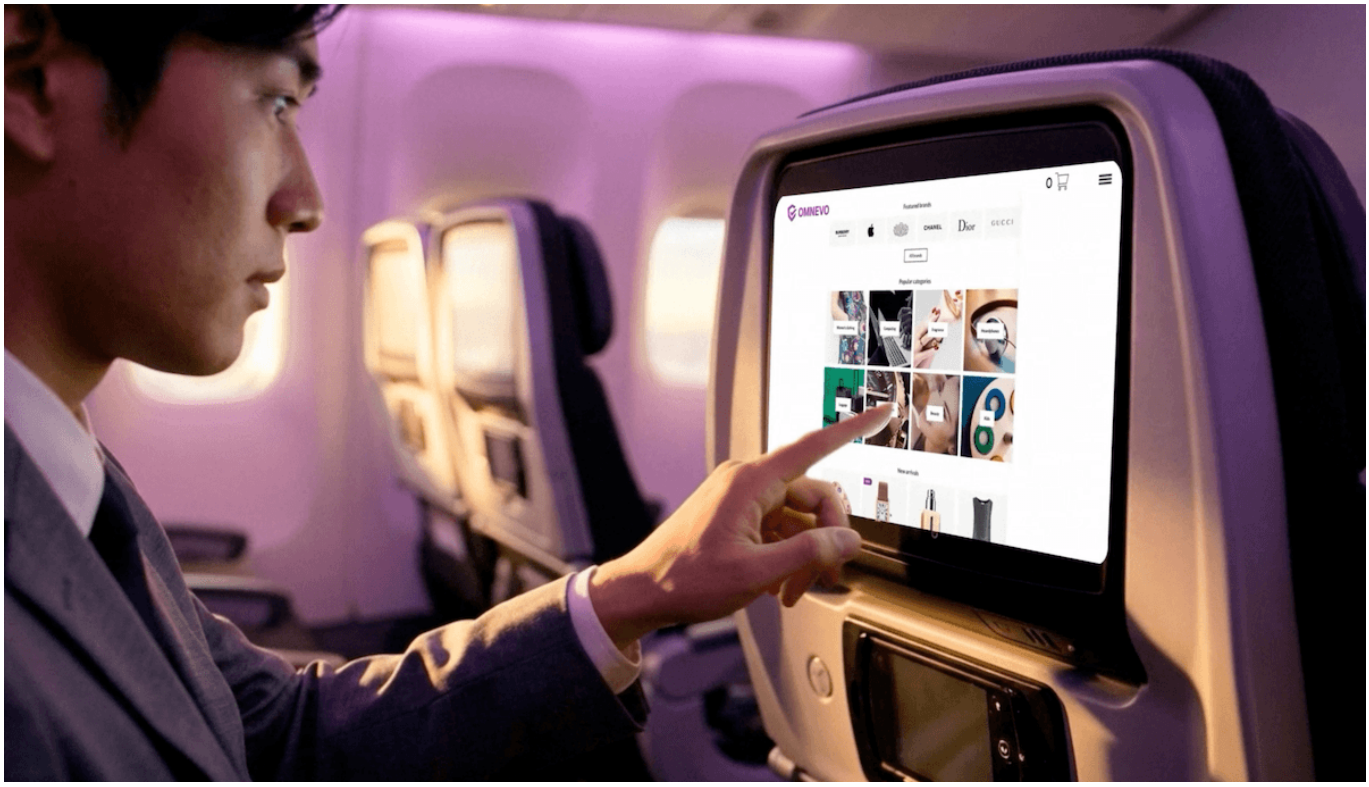
Omnevo advances onboard retail through integrated digital platform

This is a special feature from the November 2026 APEX FTE EXPO issue of *PAX Tech*, on page 21.



A single platform connecting retail, catering and logistics provides airlines with the visibility and control to make informed commercial decisions about onboard operations

One platform. One digital location for all travel retail needs. One goal: deliver a frictionless, personalized passenger experience from pre-order to post-flight.

Omnevo CEO Jan Christoph Meyer tells *PAX Tech* that as airlines look to improve ancillary revenue without increasing costs, it is essential to connect retail, catering and inventory management with a single digital ecosystem.

“It is paramount to utilize a single system that integrates all data and seamlessly optimizes costs and drives further opportunities for ancillary revenue,” he explains, emphasizing that ancillary revenue is not driven by onboard sales alone.

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Jan Christoph Meyer, CEO, Omnevo

The success of this revenue channel for airlines depends on several factors, such as having the right products available, accurate inventory, efficient replenishment and insights into passenger demand. A single platform connecting retail, catering and logistics provides airlines with the visibility and control to make informed commercial decisions about onboard operations.

“With connected data and processes, operators can reduce waste and stock shortages, improve crew productivity and maximize revenue, while delivering a better passenger experience,” Meyer says.

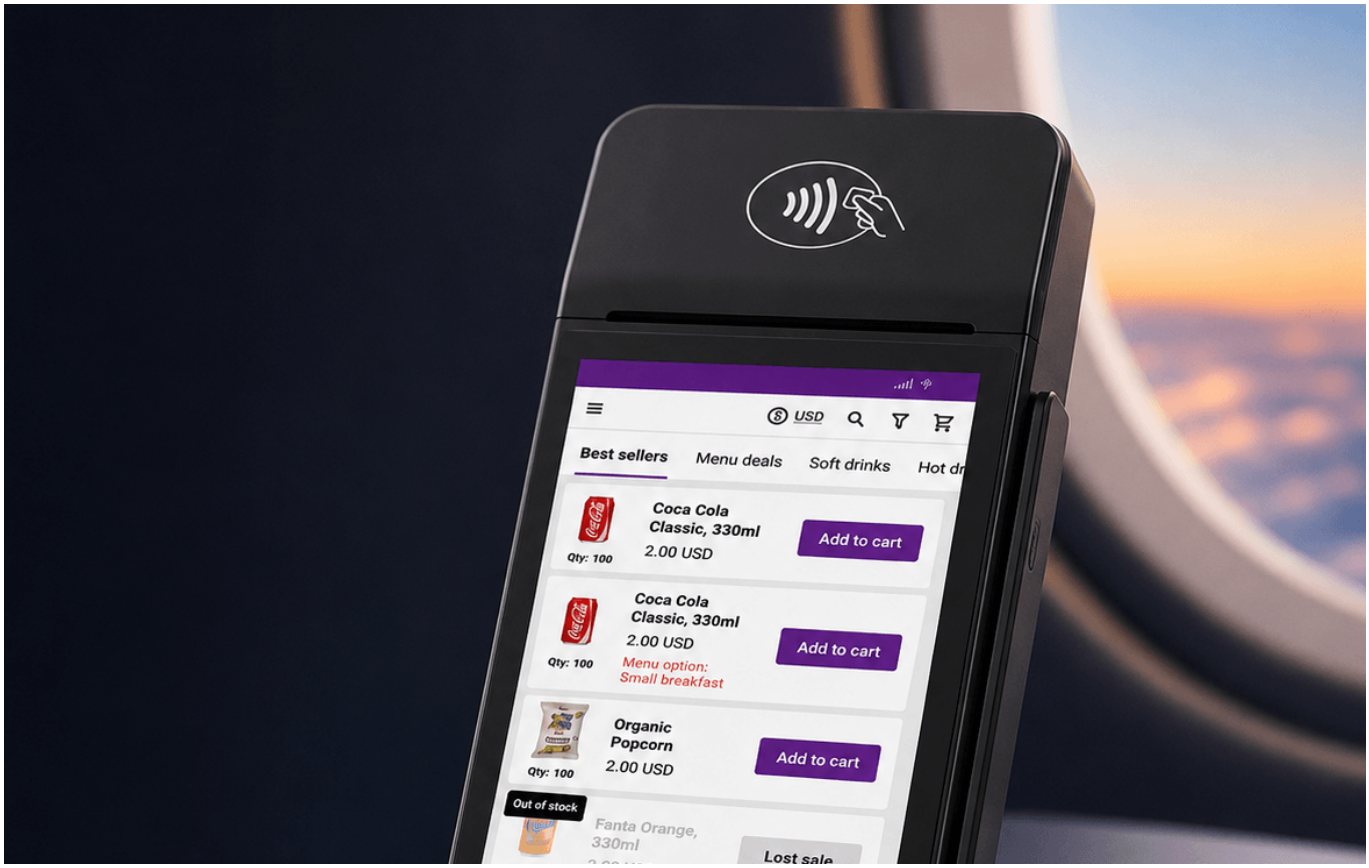
Partners in flight

Earlier this year, Omnevo announced the renewal of its partnership with Alpha Flight Services UAE. With this agreement, Omnevo provides its retail application POS, including digital pre-order distribution as well as digital crew meal application alongside its back-office logistics platform.

“For airlines, digital transformation is increasingly about making smarter use of data, reducing operational complexity and giving crews the tools they need to deliver a more seamless service. Rather than adding more systems, they are looking to simplify operations through a single platform that can scale as their business evolves,” explains Meyer.

The partnership has modernized Air Arabia’s onboard retail and catering operations through digitalization, with Omnevo’s platform integrating systems across catering logistics, crew processes, inflight retail and preorder services, replacing manual and paper-based workflows with a unified digital ecosystem.

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Earlier this year, Air Arabia Morocco went live on Omnevo's POS and logistics platform, running on devices from its partners at Adyen

Alpha Flight Services, like many operators, is managing increasingly complex onboard retail operations across multiple aircraft and routes. For Meyer, the challenge is ensuring crews have accurate inventory, reliable payment processing and real-time visibility without introducing unnecessary manual work.

“The focus is on creating a more connected operation, from catering logistics through to onboard sales and reporting. This reduces inefficiencies, improves stock accuracy and gives both the airline and catering teams greater operational visibility,” he says.

A balancing act

Earlier this year, Air Arabia Morocco went live on Omnevo's POS and logistics platform, running on devices from its partners at Adyen, as part of a wider rollout already spanning Sharjah and Abu Dhabi. Omnevo is building a consistent operational foundation for ePOS and logistics that Air Arabia can scale upon, with its Crew Meal App slated to join the platform next.

As Meyer points out, the primary challenge that comes with scaling a retail and logistics ecosystem across different operating models is maintaining global standardization while allowing for local flexibility, because every airline operates differently.

“Fleet types, catering partners, regulatory requirements, languages, currencies and passenger expectations all vary by market,” he explains. “The challenge is delivering consistency without forcing every operation into the same process. A platform needs to be flexible enough to accommodate local requirements while maintaining common workflows, reporting and data standards across the wider organization.”

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Meyer notes this is especially important as airlines expand into new regions or work with multiple catering providers. The standardization of Omnevo's platform helps airlines build a common operational foundation while allowing configuration to local requirements.

Core capabilities such as payments, inventory management, reporting and crew workflows remain consistent, simplifying training, support and future innovation. At the same time, airlines can tailor products, pricing, languages, tax rules and operational processes to meet local market conditions.

AI and the next-gen of travel retail

Meyer says the industry is moving towards much more intelligent, data-driven retail operations.

"AI and predictive analytics will help airlines forecast demand more accurately, optimize catering loads, reduce food waste and personalize product recommendations based on passenger behavior. Combined with real-time operational data, this will enable operators to make faster, better-informed decisions before departure and throughout the journey," he explains.

Omnevo has an AI strategy that is already being applied across its technology to improve efficiencies and strengthen commercial outcomes. Meyer highlights the company's focus on practical applications of AI that can reduce complexity and support better decision-making, increasing the value operators gain from onboard retail operations. He positions AI as an increasingly important enabler of the next generation of travel retail.

"For us, the priority is to turn that potential into measurable value for our customers, while continuing to evolve the platform around the changing needs of airlines, crew and passengers," Meyer concludes.

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