New Open Travel Alliance Solutions

VON DER VISION   **FROM A VISION**

ZUR PRAXIS   **TO REALITY**

Richard Eastman

Question – Who's Here…?

- *Tour Operators …*

- *Airlines …*

- *Travel Agencies …*

- *GDSs …*

- *Others …*

- **Key question … What Happens Every 15 to 20 Years in Almost All Businesses?**
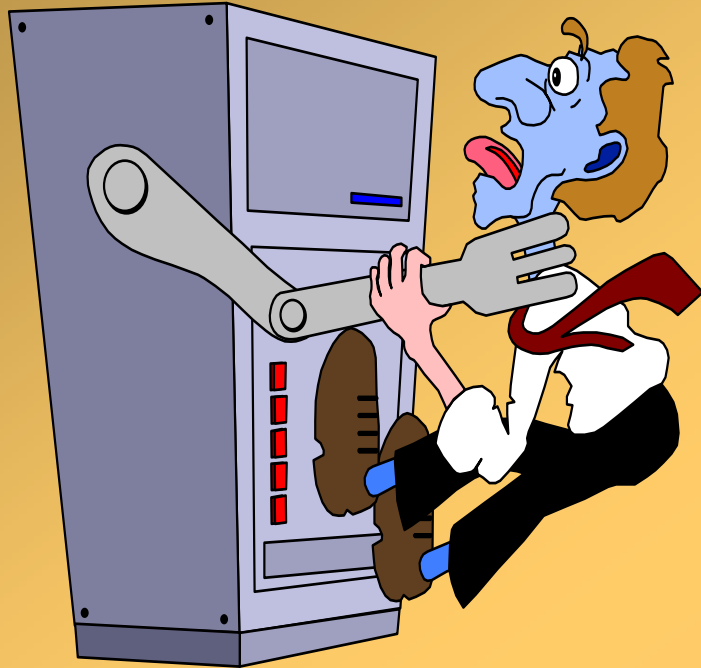
Key Question…

What Happens Every 15 to 20 Years in Almost All Businesses?[1]

A management generation changes. "Most of us form our views of the world in our 20's … often out of school. Then for 15 to 20 years we carry out the work of others. Only then, do we become the person making the decisions. Unless we have gone back to school to "relearn" what science now knows, our view of the world is 15 to 20 years old !

- *When did you start your career?*

- *When did you last go back to "school"?*

- *What is your current decision making role?*

1. *Question borrowed from Peter Drucker "Pop Quiz No. 1" January 1992*
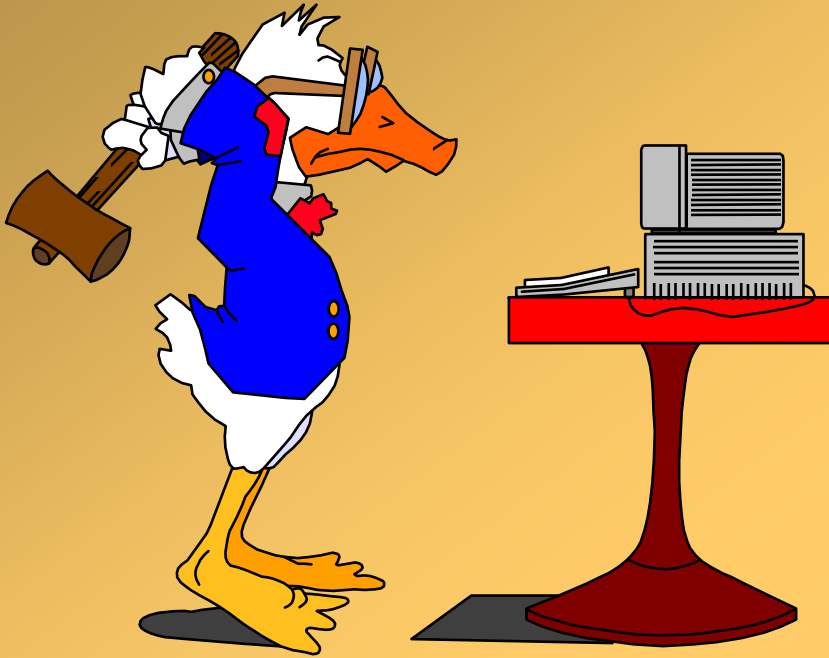
Communication of Information...
The Same...but NOT the Same

- *Feedback Loop Learning*
  ~
- *At Digital Speeds*
  ~
- *Increasingly Targeted to Buyer Needs*

Target Audience

Gain Attention

Induce Participation

Qualify Response

Process the Services

Proactive Interaction

Audit Revenue

Measure Progress
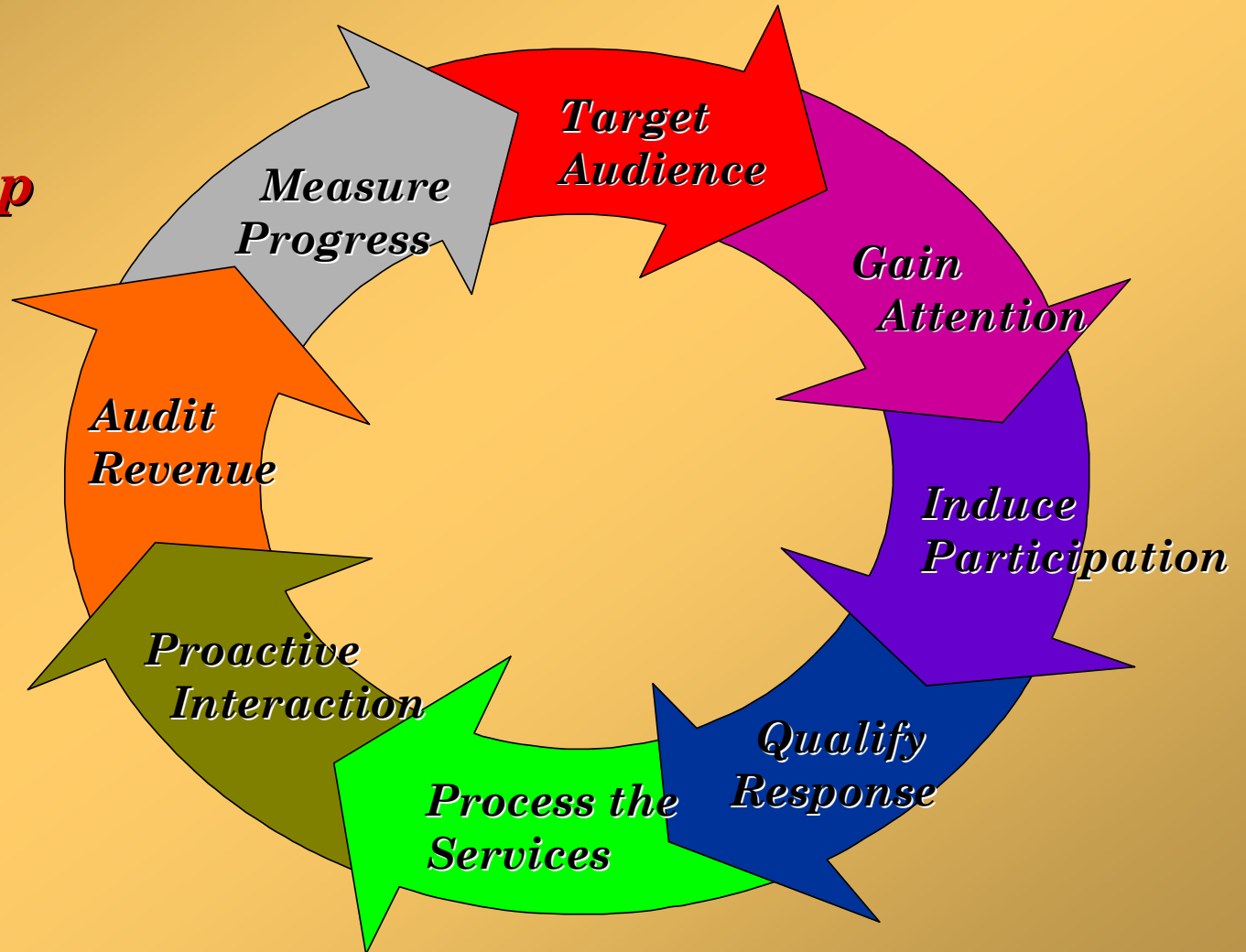
Information Transition...

Hierarchical Distribution
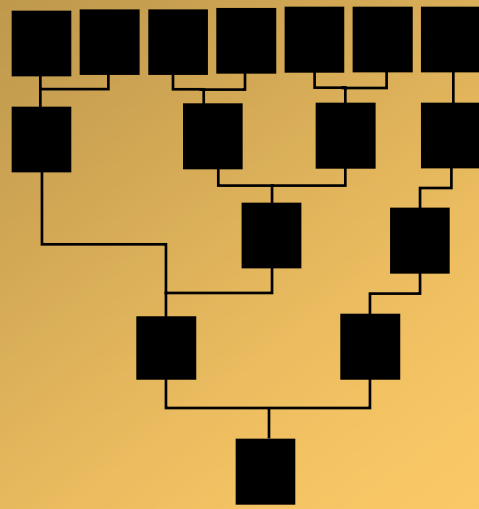
Information flows from Vendor(s) through distribution channels to the buyer ...

- Supplier Power
- Supplier Control

- Buyer Power
- Buyer Control

Hyperarchy Distribution
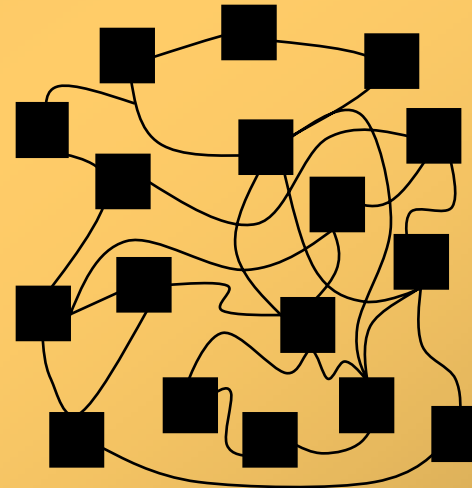
When Standards are shared, everyone communicates interactively with everybody else.

Where we've ended up ...

Airline(s)

GDS

ARC

Agent

Hierarchal

Manufacturer

Wholesaler

Repackager

Banking System

Retail

Holistic

Hyperarchy
of communications

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New Dynamics of the 2000's...
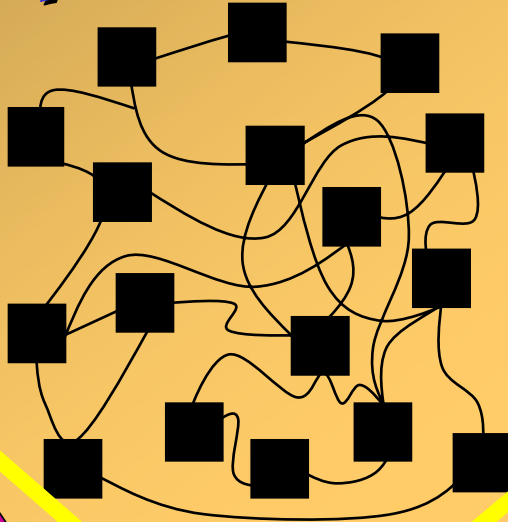
Interactive Speed

Boundaries

Targeted
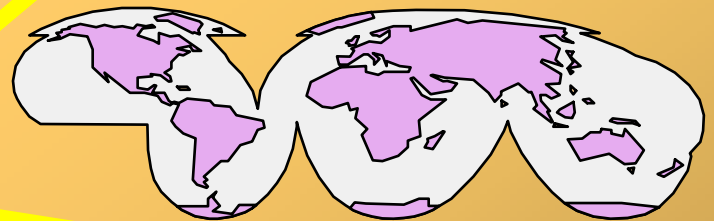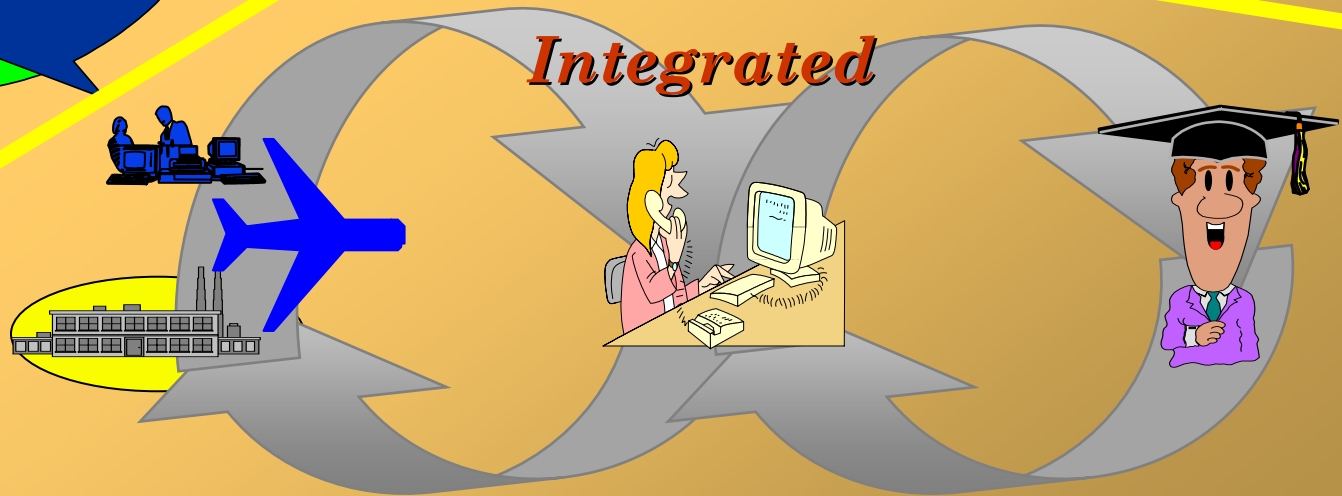
Integrated

Existing Systems Can't Go Away Soon...

Direct Links

Dumb Terminals

EDIFACT
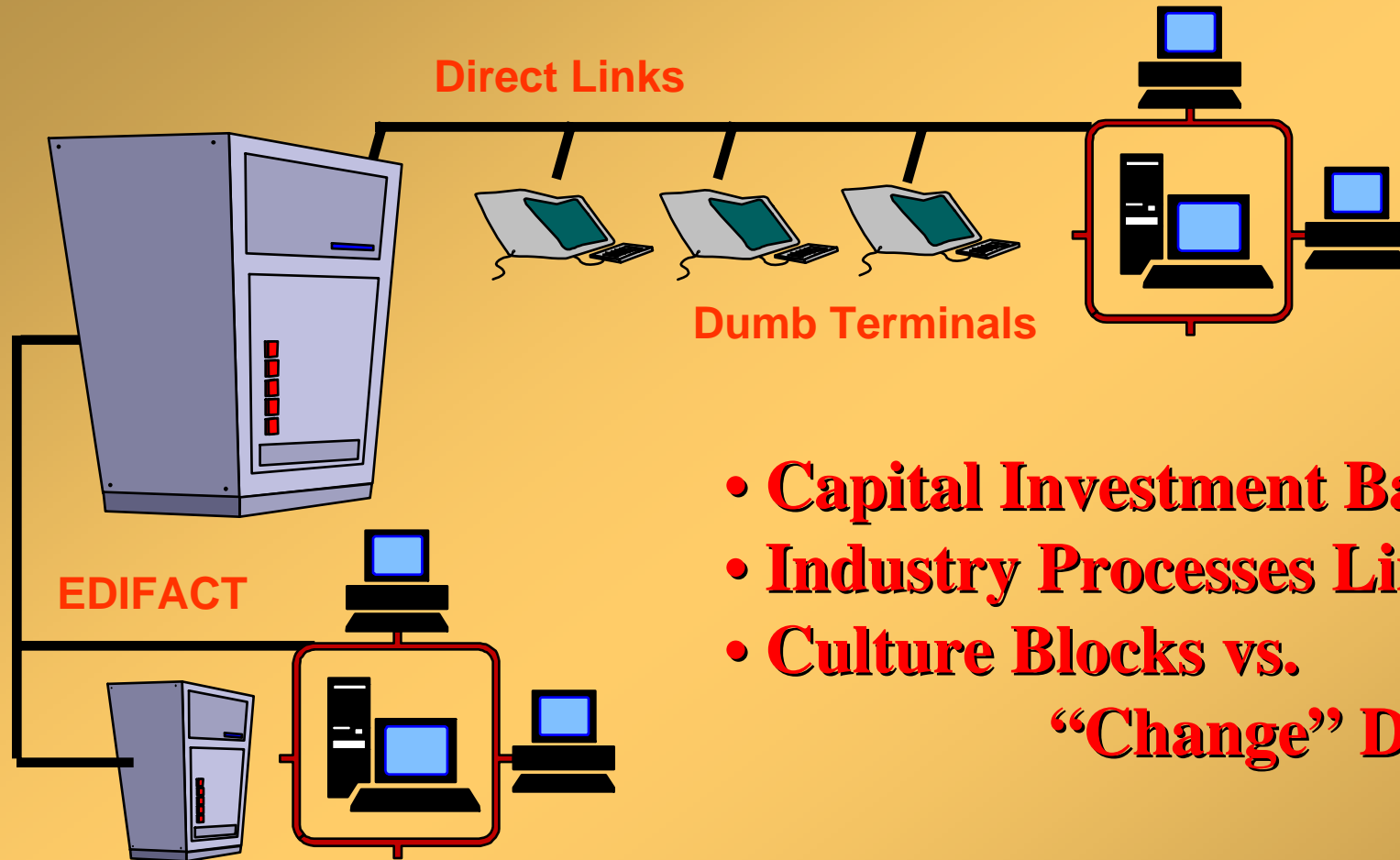
- **Capital Investment Base**
- **Industry Processes Linkages**
- **Culture Blocks vs.**
  - **"Change" Drivers**

Systems Must Adapt and Blend into Existing Environments

Interactive Distribution Systems...

Direct Links

Dumb Terminals

EDIFACT
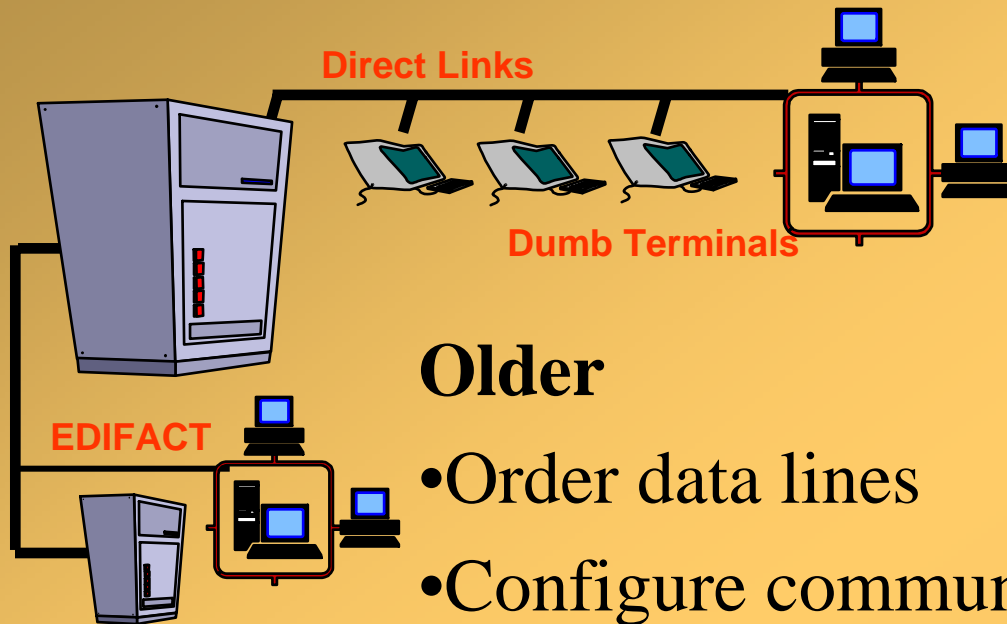
Older

- Order data lines
- Configure communications
- Tweak SNA, X.25
- Message specifications
- Write Message handlers
- Write applications

Newer

- Use the Internet
- Use TCP/IP
- Use HTTP
- OTA Standards
- Available kits
- Write applications

Why create a new industry standard?

- A "language standard" creates a common "thesaurus" of terms in which to facilitate the exchange of information between host computers and with consumers

- Allows the entire travel industry to develop a uniform interface standard only once. Limits duplication of effort between industry parties

TRAVEL™ Alliance
OpenTravel Alliance

Jim Young, Continental Airlines
OTA Chairman of the Board
Nick Lanyon, Lanyon Ltd.

Chairman, OTA Non-Supplier Work Group

ACTE Global, Costa del Sol, Spain, November 1999

OpenTravel Alliance…

Board of Directors

- Paul Stumbo,
  American Airlines
  (airline)
- Stephanie Kenyon,
  American Society of Travel Agents
  (at large)
- Tom Grubbs,
  Avis
  (car)
- Michael Kistner,
  Cendant Corp.
  (hotel)
- Jim Young,
  Continental Airlines
  (airline)

- Bruce Rosenberg,
  Hilton Hotels
  (hotel)
- George Rietbergen,
  KLM Royal Dutch Airlines
  (airline)
- Nick Lanyon,
  Lanyon Inc.
  (at large)
- Mark McNamee,
  National Car Rental
  (car)
- Michelle Woodley,
  Swissotel
  (hotel)
- Sue Domenick,
  United Airlines
  (airline)

Why XML Environment…

"The specification recommended by OTA removes the constraints imposed by the trade-offs required when computer communications and processing were costly. The specification represents a different approach to exchanging data messages and elements. At its simplest, this approach – called tagging – provides each data element with a unique identity tag."

The OpenTravel Alliance White Paper, Page. 15, ©OTA February 2000, Nick Lanyon

Search for available rooms
with approximate rate range.

```
<OBX>
<REZ01>
  <AREAPROPLISTRQ>
    <AREA CODE="NYC"/>
    <ROOMRATE CODE="USD">400</ROOMRATE>
    <DATERANGE START="20000901" END="20000902"/>
  </AREAPROPLISTRQ>
  </REZ01>
</OBX>
```

- Simple

- Flexible

- Intuitive

- Updateable

Message Specification
Version 1, Released February 29, 2000

Travel Elements

Travel Verbs

Infrastructure Elements

Infrastructure Verbs

Infrastructure Protocols

XML Technology

Transport Protocols

Air

Hotel

Car

Trip

Restaurants

Destination "Ground"

Corporate

TRAVEL™ Alliance
OpenTravel Alliance
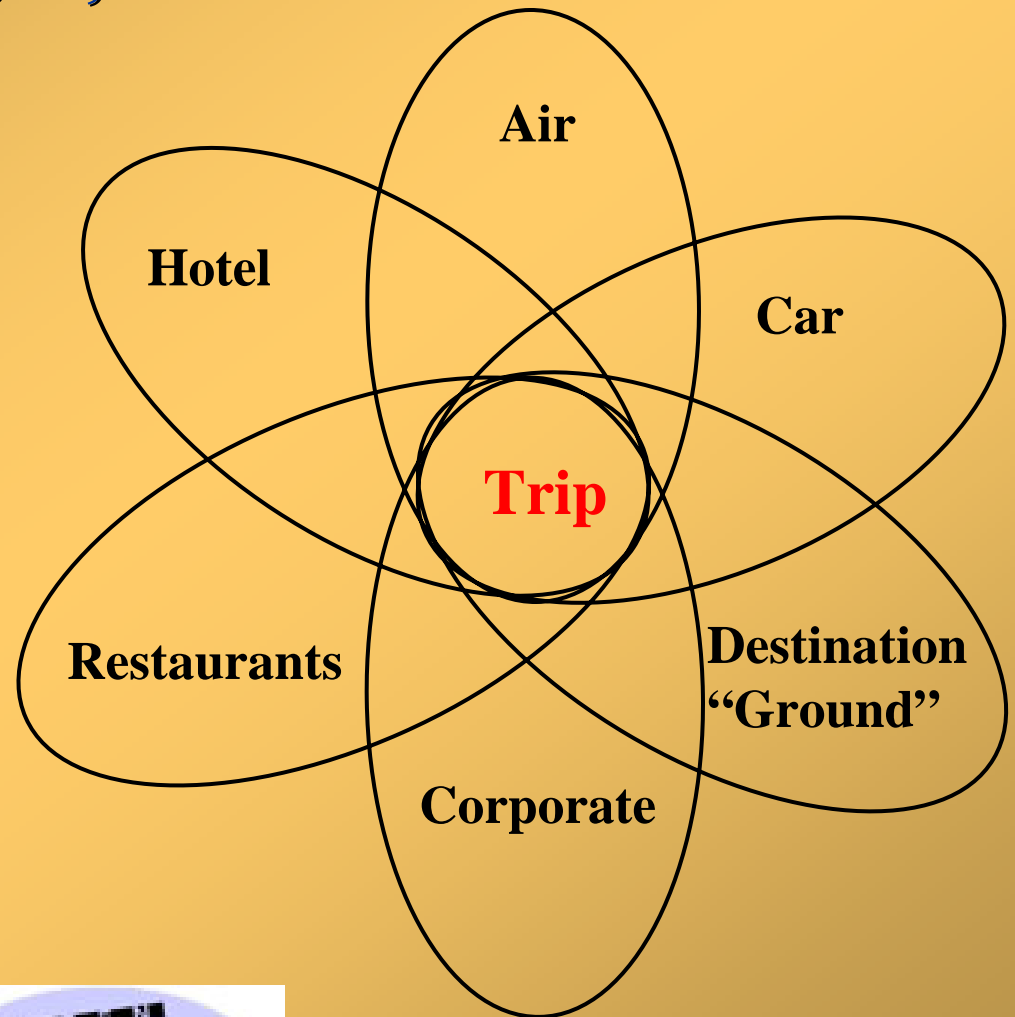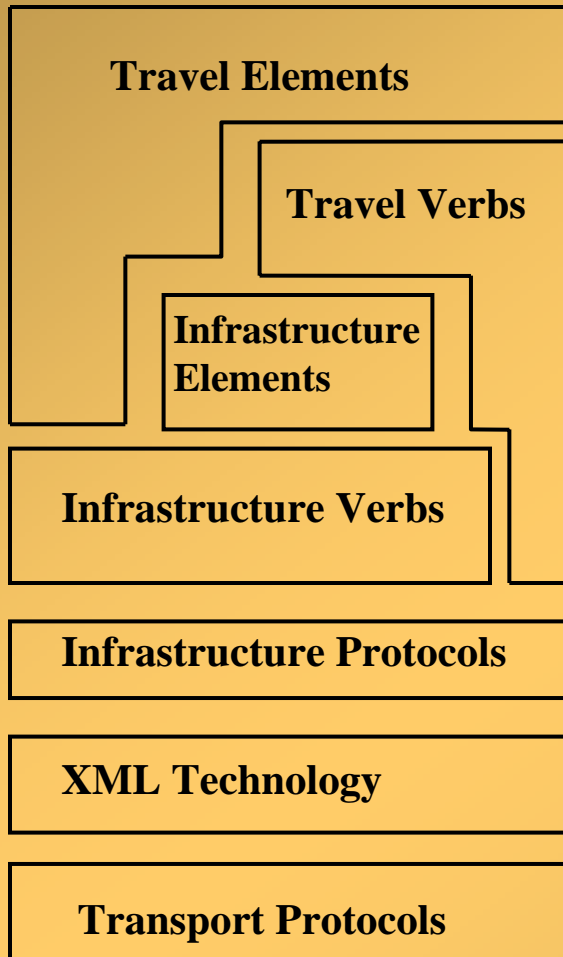
www.opentravel.org

ASC X12

UN/EDIFACT

IFX

IFX Forum

XML/edi Group

XML/edi Group

American National Standards Institute (ANSI) chartered the Accredited Standards Committee (ASC) X12 to develop uniform standards for interindustry electronic interchange of business transactions – electronic data interchange (EDI) ... relating to ... entities involved in finance, insurance, education, and state and federal governments....

… the UN/ECE Working Party on Facilitation of International Trade Procedures...to cover the development of a standard international trade data terminology and a uniform system for use in automatic processing and trans- mission of trade data.

The IFX Forum is to facilitate efficient and effective development of a family of global business requirements and specifications, which result in an open and interoperable foundation for online financial services.

… to establish standards for commercial electronic data interchange ... and covers all industrial and service operations, including services such as insurance, healthcare, travel and interactive home shopping.

OTA White Paper…

"One outstanding issue, as this document went to press, is cooperation with HITIs, the Hospitality Technology Integrations Standards committee of the American Hotel and Management Association. There is overlap between the XML work of OTA and HITIS. It is the intent of OTA to cooperation with any such group to minimize duplication and maximize interoperability. It is disappointing that this seems impossible with such a closely-related organization as HITIS."   OTA White Paper, Page. 19, ©OTA February 2000, Nick Lanyon

An Example ...

Airline issues...

- Two types of messaging
  Type B Teletype
  Type A EDIFACT

- Limitations in flexibility

- Markets evolving rapidly

- Suppliers are partnering and alliances forming

- Communication is increasing

- Traditional messaging is not keeping up
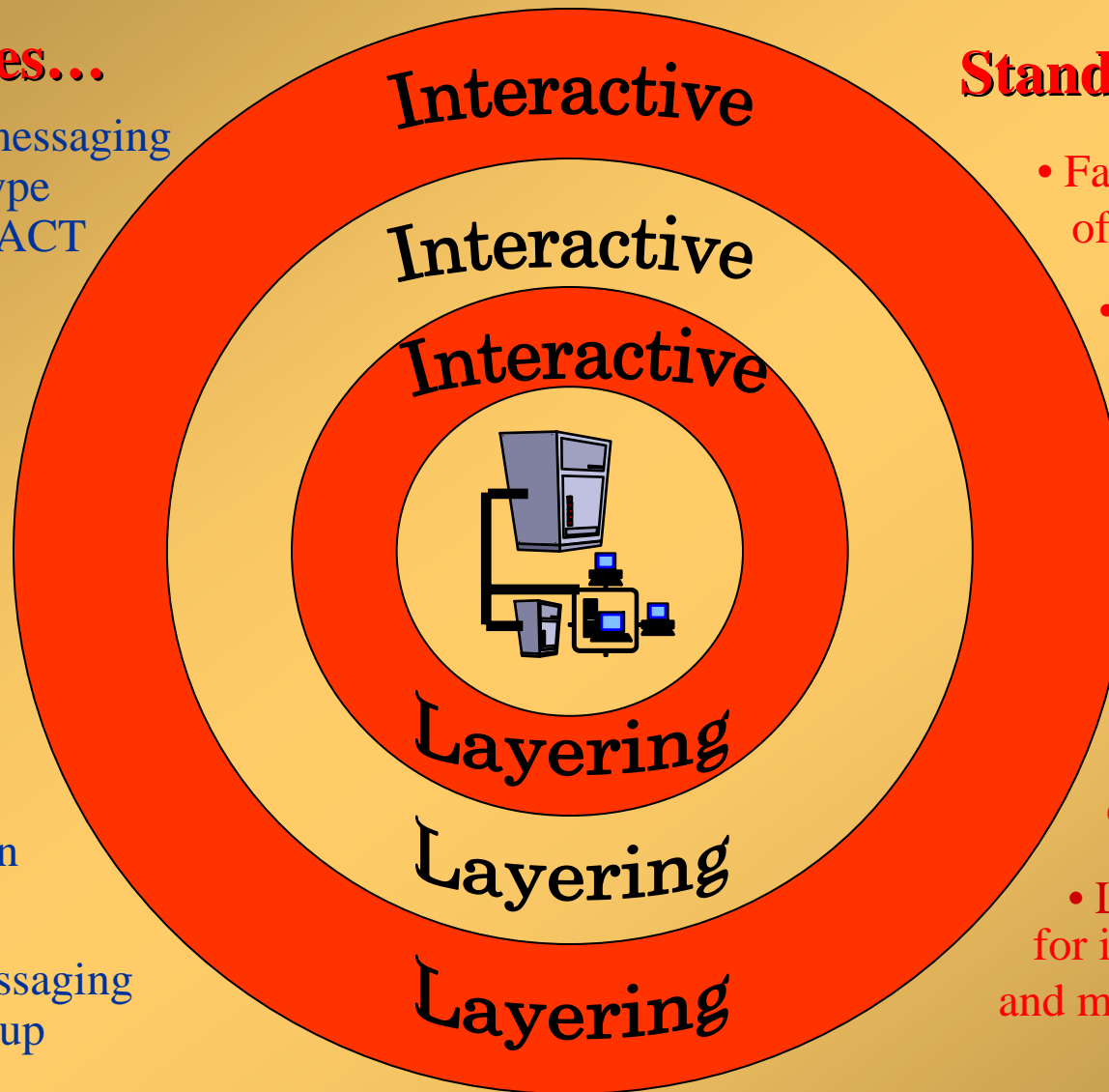
Standards offer...

- Faster exploitation of the Internet

- Easier use of cross-industry technology

- Tighter integration with suppliers and customers

- Lower costs for internal support and maintenance

Interactive

Interactive

Interactive

Layering

Layering

Layering

Even then, not easy task ...

Confronted With...

Layered Linking...

Concentric circle diagram labels (outer to inner):

Relational

Distributed

Centralized

HTML / XML | Cobal | C | Etc. | TPF | Binary | **OpenTravel Alliance** | Connected | Sychronous | Asychronous

ALC | Type B Telex

X.25 | SNA

TCP/IP | Wireless

Logos shown:
ASC X12 | UN/EDIFACT | IFX Forum | XML/edi Group | Sabre | aMaDEUS | GALILEO INTERNATIONAL | WORLDSPAN | ABACUS the evolution of travel | DATALEX TRAVEL SOLUTIONS | partners software | IONA Technologies | AutoLink™ | Expedia Travel | le | ORACLE SOFTWARE POWERS THE INTERNET

The Reality ...

- **Interactive Protocols**
  ~
- **Feedback Loops**
  ~
- **Disparate Technologies**

All about communicating information about your product or service better!!

Boundaries

Targeting

Culture

Speed

Airlines
Hotels
Car Hire
Rail
Tour Packagers
Cruise Operators
Agencies
Consolidators
Reverse
  Consolidators
Corporations
GDS/CRSs
Ground Handlers

Hotel · Air · Car · Trip · "Ground" · Restaurants · Corporate

... Cannot <u>NOT</u> Start a Move to OTA-like Standards

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Travel Distribution in the Information Age...

OpenTravel Alliance Standards will probably lead – but Standards will evolve to meet Users needs in the Hyperarchy of communication!

Hotel
Air
Car
Trip
Restaurants
"Ground"
Corporate

FROM A VISION

TO REALITY

In Reality ... **Managing the Unknowable**

Key Question…

What Happens Every 15 to 20 Years in Almost All Businesses?

A management generation changes. "Most of us form our views of the world in our 20's … often out of school. Then for 15 to 20 years you carry out the work of others. Only then, do you become the person making the decisions. Unless you have worked at relearning, your view of the world is 15 to 20 years old!

In the new world of the Information Age and the hyperarchy of communications, are you still making Industrial Age era decisions   (i.e. based on learning 15 to 20 years past)   as you attempt to …

Manage the Unknowable?

THE EASTMAN GROUP, INC.

Thank You!

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