

OpenTravel Ideas Market

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**BEYOND
THE TRAVEL
TRANSACTION**



**2008 ADVISORY FORUM
APRIL 14-16
ATLANTA, GEORGIA**

What is the Ideas Market?

- All Audience Participation, All the Time...
- There are three Idea Stations, each with a Conversation Leader and a Facilitator, to lead a discussion and a flipchart to use as visuals.
 - The Conversation Leaders facilitate a discussion around a chosen topic.
 - Questions and issues to explore are posted on the flipchart.
 - The Facilitators record ideas that come up.
 - As pages fill up, the Facilitators tape them on the wall nearby so attendees can see the points covered.



What is the Ideas Market?

- Attendees are free to roam around the room, shopping for ideas until you find a topic or discussion of interest.
 - You can listen, voice your opinions, offer your experience, and get involved in the discussion.
 - You are welcome to stay at one Idea during the session or move around as you like.
- At the end of the session the Conversation Leaders will report briefly on their group's two top discussion points.
- Flipchart pages will be transcribed and made available after the conference.



2007 Topics and Results

Member Benefits - Certification and Implementation Support Programs

Certification Program

- Not rigorous enough as defined
- Should be branded
- How will the program manage other associations' standards - APEX, HTNG, IATA, etc.?
- Must have a testing/validation tool

Implementation Support Program

- Need smaller blocks of time (less than five hours)
- Need to support both business AND technical needs
- Clarify actual output - best practices, consulting, suggested message use?



2007 Topics and Results

Organizational Structural Changes

- Generally good; need to clarify a few items
 - Board seat turnover
 - Work group chair/co-chair terms
 - Work group chair/co-chairs voted in or appointed
 - Work group location of cross-vertical project teams
 - Project teams still go through work group for project team proposal review
- How will internationally-based project teams be supported?



2007 Topics and Results

Architecture Objectives

- Hurdles to implementation and interoperability
 - Session handling, statelessness vs. statefulness, message sequencing
- Commercial opportunities
 - Content distribution, multi-currency management, internalized text, push vs. pull approach
- Toolkits
 - .Net, BizTalk, other middleware
- SOA Approach
 - OpenTravel enables SOA



2008 Topic #1

How to Act on the Forrester Research Results

- Now that OpenTravel has heard from the industry, how should it react?
 - Add value to the Long Tail
 - Take advantage of European attitudes
 - In a slowing market
 - Quantification of benefits
 - Position OpenTravel to increase adoption, membership and participation



2008 Topic #2

Internationalisation

- How should OpenTravel address the needs of regional markets?
 - Schema structure (elements vs. attributes)
 - Business requirements
 - Implementation support
- Do we need international offices?
- New project teams?



2008 Topic #3

OpenTravel 2.0?

- Architectural Discussion
 - Namespaces
 - Tool Support
 - Internationalization
 - DataDictionary
 - TPA_Extensions



Time for you to find an IDEA...

- We'll take the next hour to collectively brainstorm the topics outlined. Feel free to add items to discuss to the starter lists
- At the end of the session the Conversation Leaders will report out briefly on their group's discussion.
- Flipchart pages will be transcribed and made available after the conference.



Conversation Leaders Report...

Forrester Research Follow-Up

Internationalisation

OpenTravel 2.0



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Thank you for your participation!

All notes will be available on
www.opentravel.org next week



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Closing Comments

John Turato, Chair
OpenTravel Board of Directors



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Thursday Work Group Meetings

Architecture Work Group

9:00am Chastain Room

Hospitality Work Group

8:30am Arden Room

Transport Work Group, Rental Car Section

9:00am Habersham Room

Non-Members Welcome!



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Thank You For Attending!


- Follow-up survey coming your way - please respond!
- All presentations will be posted next week
- Your participation drives the success of OpenTravel
- Keep in touch!



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An aerial photograph of the Seattle waterfront at dusk. The foreground shows a marina with several boats docked. A road with cars runs along the waterfront. In the background, the city skyline is visible with several tall buildings, including the Smith Tower. The sky is a deep blue.

**See you Next Year in Seattle
at the Marriott Seattle Waterfront
April 20-21, 2009
For OpenTravel's
Ten-Year Anniversary Celebration**

**Join us now for cocktails on the Mezzanine Level,
just down the escalator.**