

Introduction to OpenTravel

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TRANSACTION**



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

Code of Conduct

Trade associations are perfectly lawful organizations. However, since a trade association is, by definition, an organization of competitors, Open Travel Alliance (OTA) members must take precautions to ensure that we do not engage in activities which can be interpreted as violating anti-trust or other unfair competition laws. For any activity which is deemed to unreasonably restrain trade, OTA, its members and individual representatives may be subject to severe legal penalties, regardless of our otherwise beneficial objectives. It is important to realize, therefore, that an action that may seem to make "good business sense" can injure competition and therefore be prohibited under the antitrust or unfair competition laws. To ensure that we conduct all meetings and gatherings in strict compliance with any such laws and agreements in any part of the world, the OTA Code of Conduct is to be distributed and/or read aloud at all such gatherings.

There shall be no discussion of rates, fares, surcharges, conditions, terms or prices of services, allocating or sharing of customers, or refusing to deal with a particular supplier or class of suppliers. Neither serious nor flippant remarks about such subjects will be permitted. OTA shall not issue recommendations about any of the above subjects or distribute to its members any publication concerning such matters. No discussions that directly or indirectly fix purchase or selling prices may take place. There shall be no discussions of members, marketing, pricing or service plans. All OTA related meetings shall be conducted in accordance with a previously prepared and distributed agenda. If you are uncomfortable about the direction that you believe a discussion is heading, you should say so promptly. Members may have varying views about issues that OTA deals with. They are encouraged to express themselves in OTA activities. However, official OTA communications to the public are the sole responsibility of the OTA Board of Directors. To avoid creating confusion among the public, therefore, the Board must approve press releases and any other forms of official OTA communications to the public before they are released.



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Agenda

- What is OpenTravel? How is it Structured?
- OpenTravel Staff
- OpenTravel Processes
- OpenTravel Body of Work
- OpenTravel Member Resources



Alphabet Soup

- XML Extensible Mark-up Language
- XSD W3C XML Schema
- W3C World Wide Web consortium
- IO OpenTravel Interoperability Committee
- DC/BP OpenTravel Data Content/Best Practices
- PTP OpenTravel Project Team Proposal
- MUG OpenTravel Message Users Guide



What is OpenTravel ?

- Self-funded, non-profit organization
- Founded in 1998 by the major airlines, hotels, car rental companies and others
- Creates industry wide, open messaging specifications in XML
- Promotes the use of those messages
- Provides implementation guidance to its members

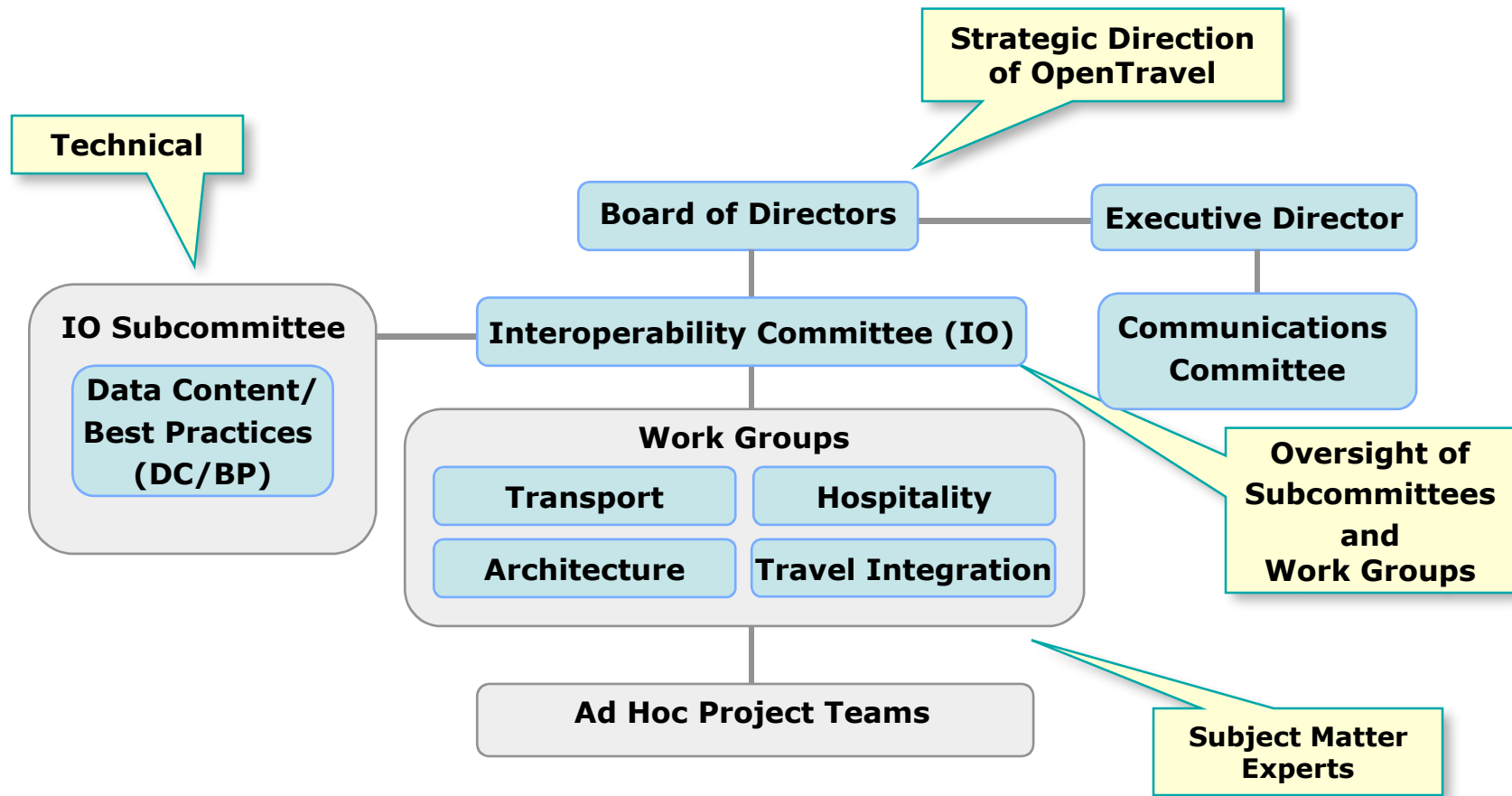


Solutions since 2001

- 245+ messages
- 35,000 individuals have downloaded spec
- 500+ message registrations
- Tens of thousands of messages in use
- Tens of millions of messages exchanged daily between trading partners using our specifications
- De facto standard



Organizational Structure



Work Groups and Project Teams

- Work groups generally organized by vertical (hospitality, transport, travel integration)
- Ad hoc project teams are functional (vehicle exchange, promotional message, tour content)
- Project teams sit in most appropriate work group
- Work groups review project team work
- Once project team work is finished, project team disbands



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OpenTravel Alliance Staff

- Executive Director - Valyn Perini
- Technical - Jessica Glace, Paul Macias
 - Specification managers fluent in construction of XML Schemas
 - Knowledgeable of W3C, OASIS and other open standards best practices
 - Support work groups, project teams and specification publication
- Administrative - Meghan Morrison



Specification Managers

- Jessica Glace
 - Hospitality Work Group
 - Travel Integration Work Group
 - Interoperability Committee (IO)
 - Data Content/Best Practices Committee (DC/BP)
- Paul Macias
 - Transport Work Group
 - Architecture Work Group



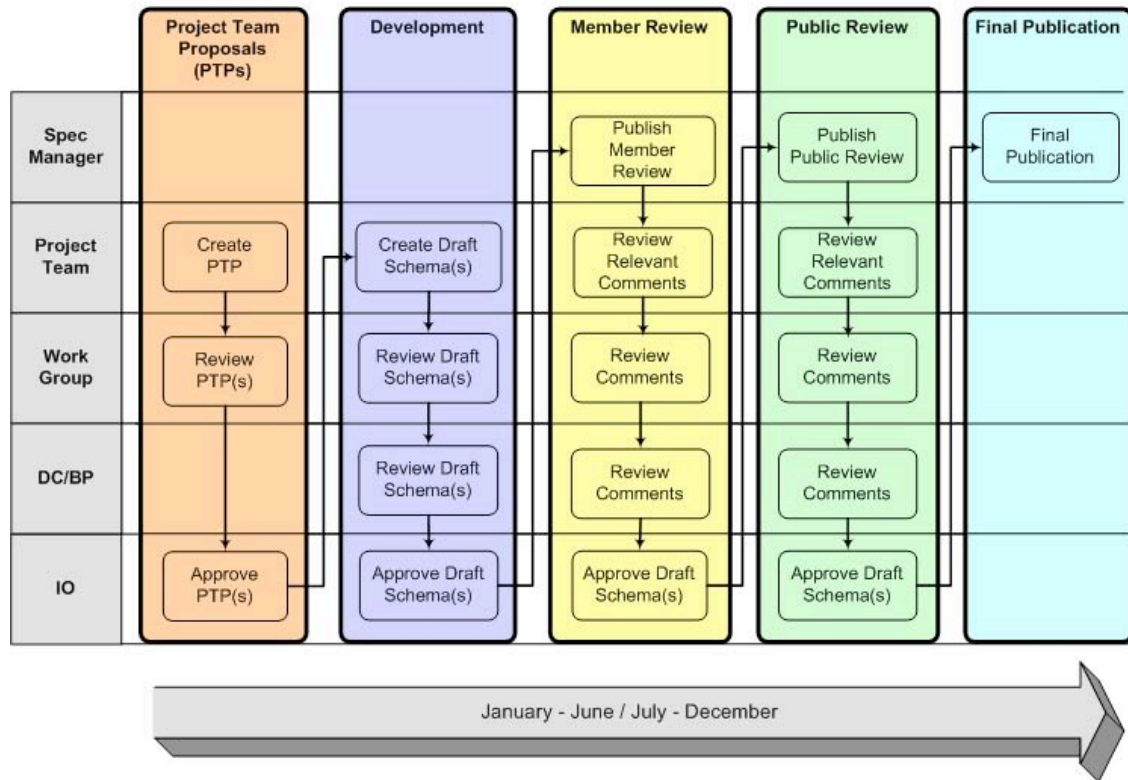
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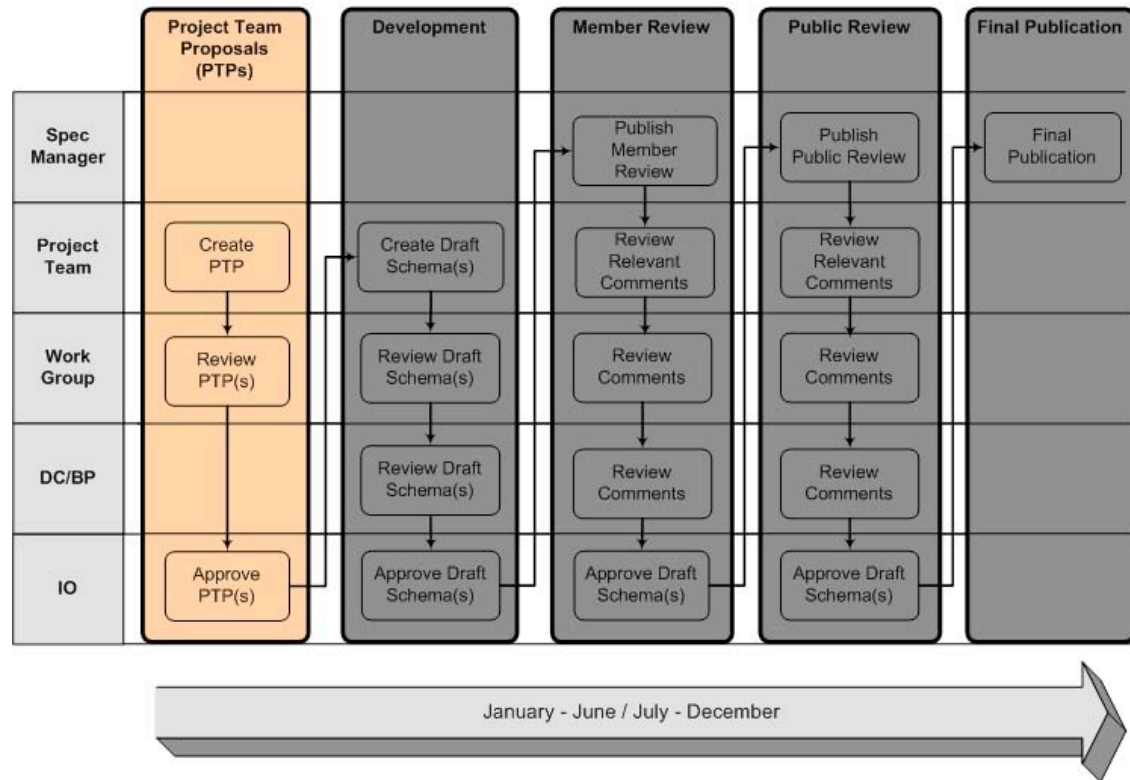
OpenTravel Release Process

OpenTravel Publication Cycle



Project Team Proposals

OpenTravel Publication Cycle



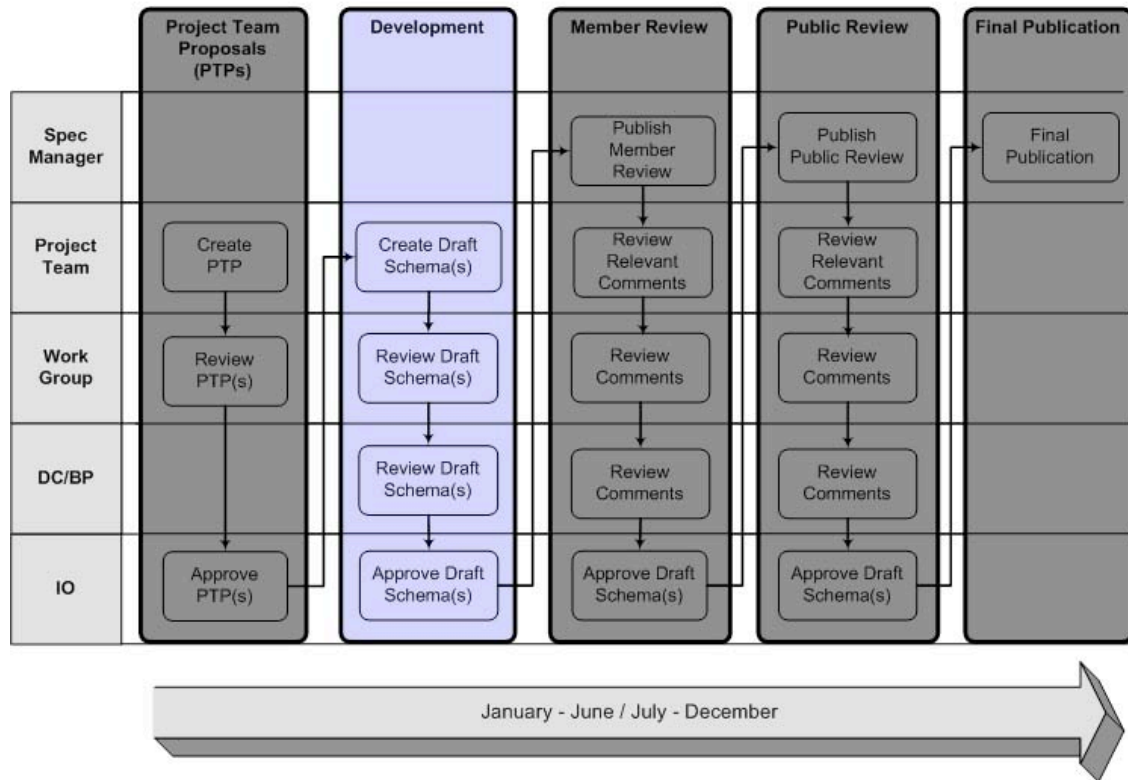
Project Team Proposals

- Members suggest projects and find other members who need the same work
- Project team members create the PTP (with assistance from spec managers)
- PTP is a 3-4 page document outlining the business problem and describing the work to be done to solve that problem
- Project can be a study, business requirements definition or actual schema development
- Work groups and IO approve project and work begins



Development

OpenTravel Publication Cycle



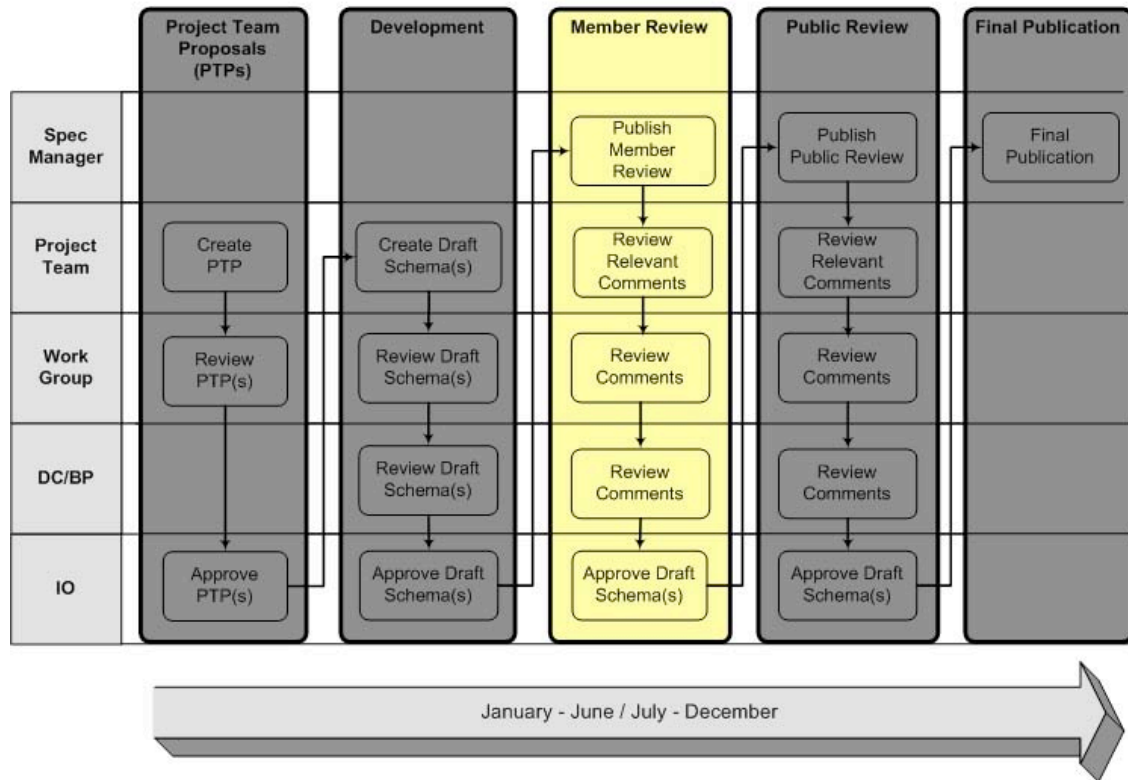
Development

- Project teams gather requirements to meet the team's stated objectives (business requirements, schema development or something else)
- Project teams set their own schedules and goals
- If the work includes schema, work groups review and approve new schema



Member Review

OpenTravel Publication Cycle



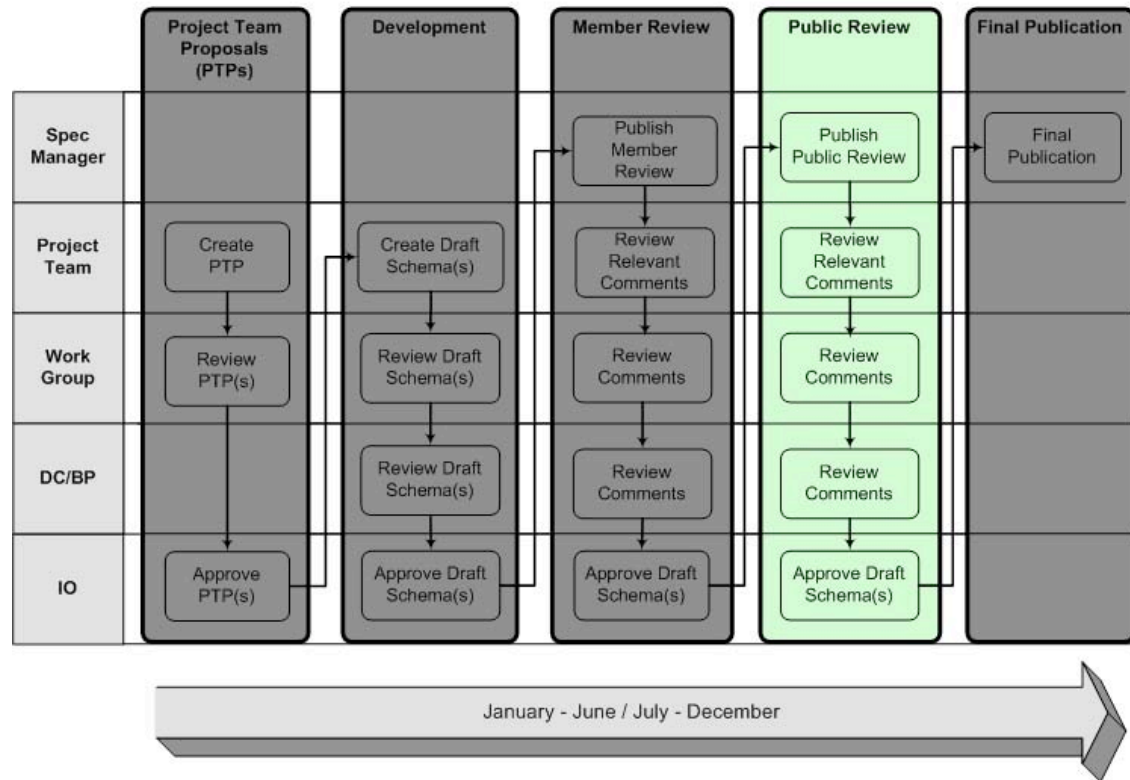
Member Review

- XSD's are published for members only
- 30 day comment period
- Comment resolution done by project teams and work groups
- Schemas are resubmitted to DC/BP
- DC/BP acceptance of schemas
- IO acceptance of schemas



Public Review

OpenTravel Publication Cycle



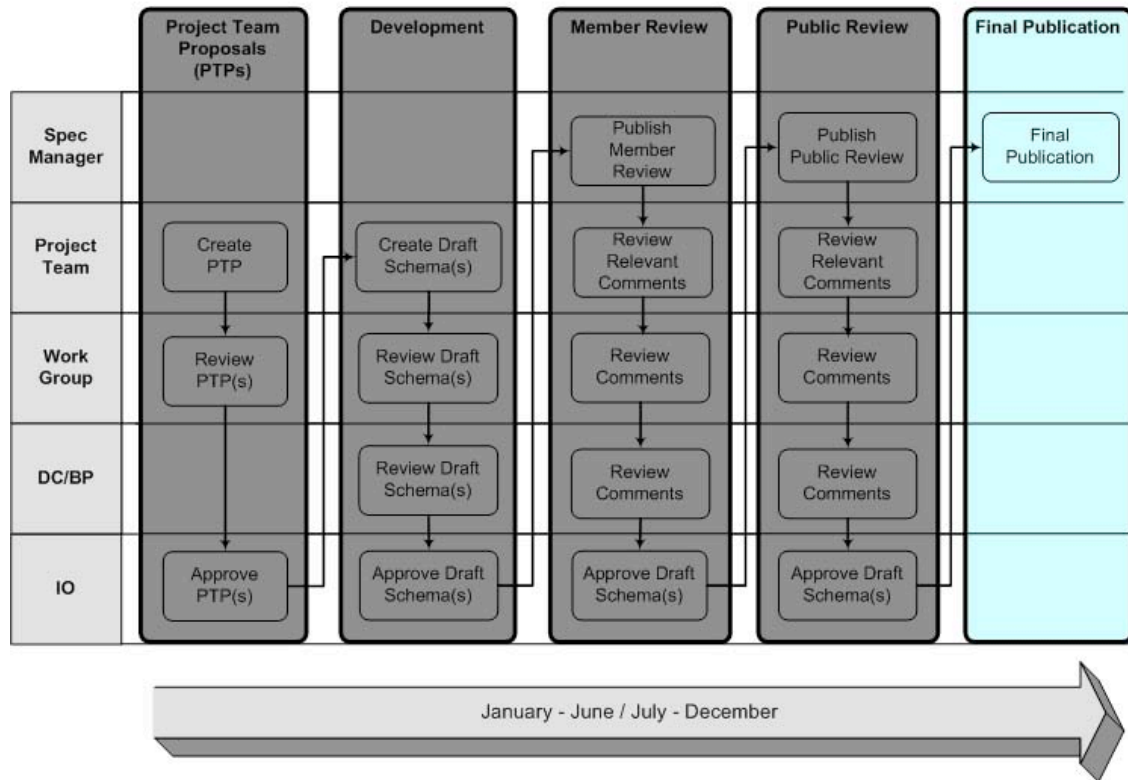
Public Review

- 30 day comment period for the public
- Comment resolution done by work groups and project teams
- Schemas submitted to DC/BP
- DC/BP acceptance of schemas
- IO acceptance of schemas



Final Publication

OpenTravel Publication Cycle



Final Publication

- DC/BP reviews and accepts project team schema work
- IO approves and notifies Board of Directors
- OpenTravel Board of Directors ensures due process and approves final specification
- Specification is published



Current Projects

- Enhanced hotel content distribution business requirements definition (Hospitality)
- Post event report business requirements (Hospitality)
- Tour schemas - product description, search and availability (Travel Integration)
- Security recommendations (Architecture)
- Session management recommendations (Architecture)



Possible Upcoming Work

- Mobile distribution
- Rail
- Payment (air and hotel)
- Mid- and back-office schema
- Time share
- Villa/apartment rentals
- Internationalization



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OpenTravel Body of Work

- OpenTravel XML Schema Design Best Practices
 - Contains OpenTravel Schema naming and design rules
- OpenTravel Message Users Guide
 - Description of each OpenTravel message
 - Sample use cases
 - Sample XML instance documents



OpenTravel Body of Work

- OpenTravel XML Schema Definition files
 - Formal definition of the specification in W3C XML Schema
 - Download from OpenTravel public website at <http://www.opentravel.org/>
 - The XML Schemas are cumulative and contain all of the business messages defined by the OpenTravel
- Release Notes
 - The release notes detail the latest information and changes for any given release



Specification Philosophy

- Greatest Common Denominator
 - Spec built according to needs of numerous OpenTravel members
 - Many optional data fields exist
 - Implement only what you and your trading partners need
 - Create internal documentation and usage profiles to support your implementations



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Resources

- Public Site <http://www.opentravel.org>
 - Published specifications
 - Other governance documentation
- Wiki <http://wiki.opentravel.org>
 - Work group and project team documentation
 - Test suite and forums
- OpenTravel Implementation Guide (available from the wiki) for members only
- Mailing lists for each project team and work group
- Implementers Forum (Google)
 - <http://groups.google.com/group/OTA-Impl-Forum/>



How can you participate?

- Attend the Advisory Forum
- Register for work group and project team mailing lists
- Participate in a work group or project team
- Submit comments on specs your company has implemented
- Create a project team proposal to address a business problem you and your trading partners have
- Run for a work group or committee leadership role
- Register your company's implementations
- Represent OpenTravel inside your company



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Questions / Discussion



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