



## **ADVISORY FORUM 2011, IDEAS MARKET**

### **MULTIPLE STANDARDS BODIES**

- OpenTravel needs to articulate value proposition
- Clarify role in industry
  - Marketing message
- More aggressive/proactive
  - Innovative
  - Not waiting on member requests
- Better handle on # of implementations
  - # companies
  - Partner pairs
  - Logos for implementers
- Cert?

Working with multiple standards bodies

- HTNG
- OpenAxis
- ATPCO
- SITA
- IATA
- W3C
- OAG
- UIC
- PCI
- UN
- ISO

See what others are doing: W3C/Insurance

"Know what you can do."

Why participate?

- Audience (tech or business?)
- Most influence
- Topics covered
  - Broad scope
- Partners
  - # implemented

- Interoperability
  - Forced/required
  - Compliance
- Innovation
- Need business justification for membership
- Break btw business & tech
- OpenTravel relies on members to bring business problems
  - Should we be more proactive?
- White papers?
- Press interaction/support
- OpenTravel benefits collateral
- Who is using it
  - # of downloaders vs. implementation
- What is value proposition
- Interoperability
  - Tweaks only not full re-implementation
- How do sell
- How do you increase adoptions
  - Org/change management
- List of all installs
  - Partner pairs