

Ask the Implementation Experts

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THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



Ask the Implementation Experts

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Objective

- Strive to Justify and Implement a services based architecture, enabling agile business.
- Enablement, OTA standards, ubiquitous and ready.
- The path to success, 3 trading partners will relate their journeys.

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Passkey - Marriott

David Morley, Technical Consultant, Marriott
Jay Ramadorai, SVP & CTO, Passkey

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Implementation Overview

- Passkey are a significant source of group reservations.
 - Project was driven by the business, but was mostly a technical solution.
 - Migration of existing services, enabling of future services.
 - Reducing support costs.
 - Existing infrastructure was anachronistic

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Implementation Overview

- About 6 months elapsed for the business
 - Discussing terms
 - Lining up pilot hotels.
- About 6 weeks of technical effort
 - Modifying existing specifications from other links
 - OTA_HotelResRQ/RS
 - OTA_HotelResModifyRQ/RS
 - OTA_CancelRQ/RS
 - OTA over HTTP
 - no SOAP
 - Virtual Private Network Setup

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Benefits and Lessons Learned

- Benefits:
 - Time and Resources
 - Traditional > 6 person-months.
 - Passkey < 3 person-months.
 - Future < 1 person-month.
 - Better use of open standards
 - OTA/XML, HTTP(S)
- Lessons:
 - Changes in critical paths
 - New network connections, administration have a significant elapsed time.
 - Not enough use of open standards
 - Web Services



Passkey: Implementation Overview

- Tight & rich integration was key to driving up Marriott's adoption of Passkey
- Passkey's OTA-aware J2EE/XML stack made the integration easy
 - Passkey's internal representation of a reservation is based on XML which makes it OTA-friendly
 - Only development necessary was an XSL and Custom mapping rule classes
 - VPN setup and testing took the most time

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Passkey: Benefits and Lessons Learned

- Freed up 1 Passkey FTE by automating the interface
 - Passkey effort expended: 10 person-weeks
- Key success factors:
 - Flexible GroupLink platform enabled easy extension
 - Upfront sample message exchange reduced risk
 - Existing technology on both sides meant fewer unforeseen issues
 - Sponsors on both sides stayed engaged throughout
- Lessons learned:
 - When a new critical path item (like the VPN) is anticipated, do a Proof-of-concept upfront to reduce risk and delay
 - Adopting an open standard like the OTA is a win-win for everyone 😊

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Joshua Rich, Electric Vine Inc.
Bob Prevenslik, Sabre Holdings Inc.

Air Integration for Trafalgar Tours
Land & Air Packages

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Implementation Overview

- Drivers for Implementation
 - Reduce confirmation time
 - Stimulate purchase by reducing customer uncertainty
 - Reduce number of manual air requests

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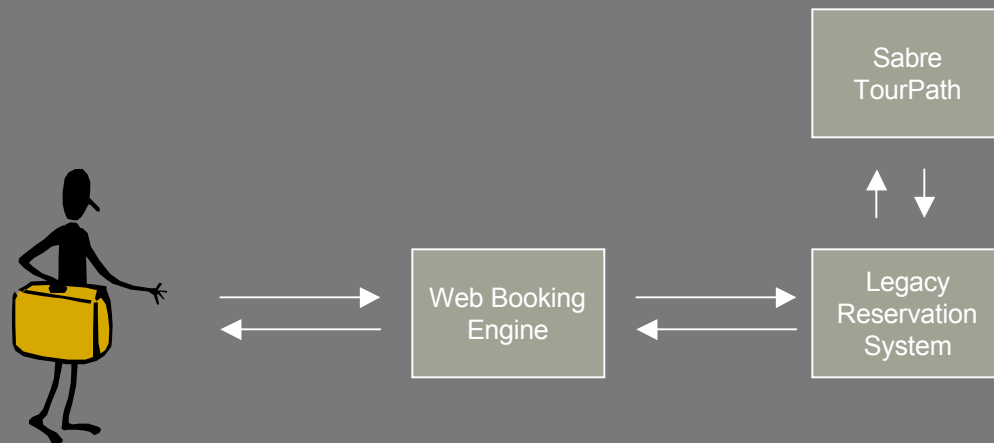
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Architecture



Stats

Number of stops: 4

Ave time to confirmation: 10 min

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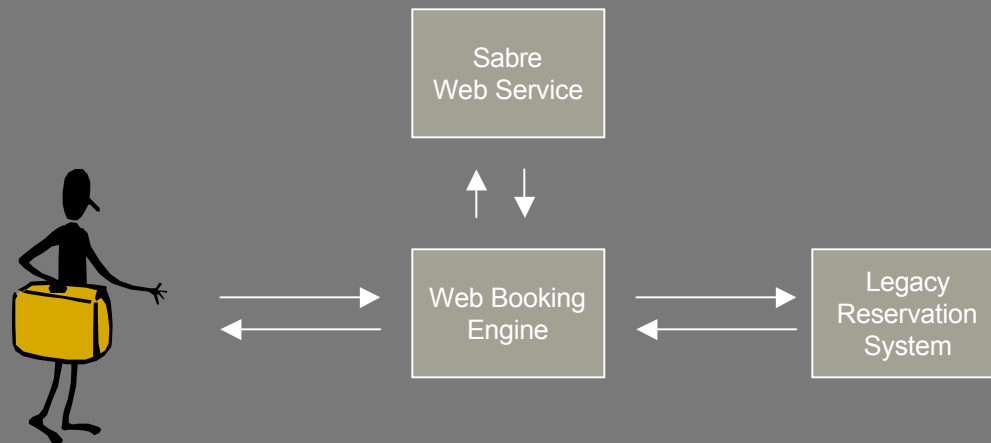
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Architecture



Stats

Number of stops: 4

Ave time to confirmation: 10 min

Stats

Number of stops: 2

Ave time to confirmation: < 1 min

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Implementation Overview

- Timeline
 - First implementation took 6 months
 - Upgrade to low level Web Service took 1 month
- Messages Used
 - OTA_AirAvailLLSRQ
 - OTA_AirBookLLSRQ

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Benefits

- Benefits
 - Reduction in air confirmation time
 - 50% overall increase in bookings

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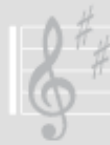


Sabre Web Services is Mission Critical

- Sabre Web Services is comprised of mission critical infrastructure components
 - Sabre Web Services is effectively replacing the Sabre front end complex for client applications and must be treated with the same performance expectations
 - Allows for routing of messages to current and new content sources without changing the request message
- Sabre Web Services adheres and contributes to the standards developed by the OpenTravel™ Alliance

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Sabre Web Services Stats

- Currently handling 13 million transactions per day
 - Current peak 210 TPS
 - ~700% growth in 16 months
- Numerous customers dependent upon Sabre Web Services infrastructure
 - More than 20 internal efforts in production or initiated Sabre Web Services
 - Over 400 Sabre Travel Network customers have subscribed to Sabre Web Services
 - 8 Sabre Airline Solutions customers have subscribed to Sabre Web Services
- 63+ external facing Web services
 - Up to 5 versions of an existing service is supported

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Sabre Web Services Support

- Online documentation and information
 - Developer Resource Center
<https://webservices.sabre.com>
- Automated product ordering process
 - eServices.sabre.com
- Customer Support
 - Telephone and email
 - Escalation procedures
- Large customer pre & post implementation planning

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Continental Airlines and Cendant Car Rental Group

Web Site Car Rentals Done Direct

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continental.com Car Functionality

- Car functionality originally implemented several years ago with the insourcing of Continental.com
 - Important to Marketing to maintain direct customer interface
 - Implemented via GDS using their structured data interface
- Re-launched in April 2005 with featured brands to increase sales and promote direct car rental business
 - Hertz primary; Budget secondary
- Needed common interface to simplify development
 - 1 FTE / 1 month development on each

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continental.com Car Functionality

- Leveraged established OTA XML interfaces to search, book, and cancel car rentals
- Additional brands were easily added
 - Dollar / Thrifty in September 2005
 - Avis in October 2005
 - Alamo / National (Vanguard) in November 2005
 - Advantage targeted for July 2006
- Similarities in car OTA implementations simplified development greatly
 - Typical development time reduced to 2 to 3 weeks

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What is Cendant Car Rental Group's Direct Connect Service?

- Rate and reservation Web service based on OTA vehicle messages
 - Location Search
 - Availability and Rate
 - Reservation (create, modify, cancel, retrieve)
 - Service Health Ping
- Supports both Avis and Budget car rental companies
- Launched in 2002 for a single partner
- Currently 40+ partners and 1 million+ reservations
 - Including major airlines, low cost carriers, and tour operators
- Represents a growing percentage of CCRG volume

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Direct Connect Interfaces

- CCRG HTML client to Direct Connect services (DC Web)
 - Syndicated booking engine
 - Simple to imbed within a partner Web page
 - Can appear as an intelligent Banner Ad
 - Ordinary OTA Client to Direct Connect services
 - Currently used by 5 partners
 - DC Web is custom configurable, both in terms of look and feel as well as user interface
 - Multilingual support
 - Provides pluggable interface to our services
 - Easy integration
- MS Outlook client
- Direct Connect implementation options include:
 - Self Service – partner designed using native OTA Web service interface
 - Full Service – DC Web booking engine; Outlook client
 - Custom Implementation based on partner needs

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Benefits and Lessons Learned

- If you're looking at using XML to exchange data with a travel business partner, look to the OTA first
- Examples of successful implementations abound
- Implement, implement, implement... the solutions really do work!

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Q&A

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