

2010 Advisory Forum Ideas Market Topic #1 Implementation Support Resources

OpenTravel has added several new support mechanisms in the last year.

- Are they useful?
- How can we increase usage by implementers?
- Message Registrations

What other resources can we offer to encourage engagement, input, adoption and membership?

Message Registration

- Exposure – potential partner awareness
- Knowledge – who uses which messages/versions
- Understanding – which messages to use based on similar needs/companies
- (Mis)Perception – of capabilities based on version in use
- Statistics – up-to-date on messages/versions used, accuracy is important

Resources

- Globalization – resources may be more effective in local languages (testing tools also)
- Summary of messages used by company
- Glossary of terminology for MUG usage
- Allow for searches in MUG
- Video/voiceover on most frequent questions, useful in other languages

Implementation Guide

- Best practices for how to implement specific functionality with messages, by vertical
- Cross-referencing/links to related topics between MUG and Implementation Guide

Code Table

- Better way to navigate through code lists/find desired one, also search for desired code value

- Definitions of code values, also enumerated values
- Clarification on implications of using specific values (e.g. guarantee vs. no-show)

Webinars

- Posted recording/video versions for access at person's convenience
- Standing/scheduling open sessions for Q & A
- Break into smaller-segments as part of larger curriculum; less than 1 hour
- Have way to measure/test comprehension of covered topics – “certification” with levels
- Guest “speaker” sessions with case studies

Comments

- Need status on resolution
- RSS feed for above; both for your comments or all comments
- Inclusions of non-members when discussing comments during Public Review

Resources

- Feedback from new users after a successful implementation
- Survey monkey – timing is the key
- Broader review of some artifacts

2010 Advisory Forum Ideas Market Topic #2 OpenTravel Partnerships

OpenTravel is actively seeking out partnerships

- Long tail organizations
- Organizations that need schema support

Who should we be involved with to extend our work?

Who does your company work with?

What services should we offer to other organizations?

ATTA (Adventure/Tours)

HEDNA (Hospitality)

- Bring HEDNA to OpenTravel
- Location data is not standard
- Hotel ID?

AAA (Consumption of messages?)

- Aggregation

GCA (Global Ground Association) - Ground transportation/limo/airport transfers

Payment/Finance Association (PCI)

- ABA (American Bank Association)
- IBAN (EFT)
- PayPal

Travel Insurance/Cancellation Insurance

- ACORD (association)

NBTA (RFP/Business Travel Standards)

VRMA - drive adoption of standards

UNWTO/DMAI - Associations (Destinations)

Web-in-travel (conference in Asia)

- SICW-Moon Yeoh

SPA Owners Association (iSPA)

ECTAA (Europe), UFTAA, ACTA, ASTA, ACTE, TIA, STA, ADA

CLIA (Cruise) 25 cruise lines (25,000 agents)

NTA (National Tours Association)

- Tour/Package messages?

ETOA/USTOA

- Tour/Package messages?

WTM, E4T, TRAVO, Travel Tech show, ATM, ITB (conference partnerships) TravDEX, PWWW, ENDABA

UCI -rail

HFTP - HITEC, EHTEC (Ticket Master?) Barry Diller

Content? Descriptive, text, images, video, rich media/other

Green Associations (certification bodies) Costas Carist (STI)

NRA - National Restaurant Association

Timeshare owners?

PATA - Drive adoption

IAAT - Attractions, Theme parks

NRF (National Retail Fed.)

XML Schema arts (other products)

2010 Advisory Forum Ideas Market Topic #3 OpenTravel 2.0

Removing complexity

- Data Type Models

Tackling Code Bloat

- Schema Design

Change Management

- Namespaces

Cross Platform Integration

- Data-At-Rest

Blended Schema

- “Other: Standards

Concept to Cash

- Time to Market
- Reusability

If we could do it over again, what would we do differently?
Questions? Suggestions?

Why XML chosen? (Size vs Json)

- ca.2000 - XML was the choice - W3C standard
- sd = schemas, for validation

+ data typing + refactoring

- need refactoring across domains

Backward compatibility? Xslt translations (snippets)

- every version, migration path, top level msss

Data dictionary - GOOD IDEA!!

- Event structure! + RQ/RS
- Customized messages
- XML size! Big! Need to address. Compression?

Suggestion: Change XML best practice to eliminate parent elem name from child elem name

XML - Hierarchical? Vs. Nodes + Linkages/Refs

- Object references (catalogs)
- No repetition of data

Smaller size? – Xpath & XSLT's – send subsets

- Reexamine messages (for Lite versions)
- Externally mandated payload limits? (32K)

Add'l OpenTravel 2.0 Goal? Simplification? Unification? Required fields?

New messages: Vacation Rental, Rail, Air needs rework (customer reqts)

Tools (XSL) – ServiceMix, DataPower, Xerces

- Vs. Java adapters on applications

XSLT transforms at the boundaries to support multiple OpenTravel specs

OpenTravel Language =

Words + Grammar + Novel = OpenTravel 1.0

Words + Grammar = OpenTravel 2.0

Novel = Best Messages