

Success Stories

OpenTravel European Conference
5 February 2008



European Conference
5 February 2008
Earls Court 2, London



Define Success

- Small or large
- Air, car, hotel, cruise, rail, distributors, technologists
- On time
- On budget
- Results as expected
- Satisfied partners
- Satisfied customers



European Conference
5 February 2008
Earls Court 2, London





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IBS Software Services

Alan Young
Vice President, Sales

Implementation Overview

- IBS Software Services
- 2000 Employees
- Head Office in Trivandrum, India
- Offices in Asia, Australia, Europe, Middle East, Americas
- Focused on the Travel, Transportation and Logistics Industries
- Products developed for Air, Cargo, Tour, Cruise, Hospitality
- Extensive focus in software development



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OpenTravel and IBS

- Orbitz
 - Air Message Development
- Air NewZealand
 - iFly Product Development (Air Messages)
- Hotel Booking Solutions Inc.
 - Software Development (Hotel Messages)
- RFP Analysis Noticed



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CarTrawler

Bobby Healy
CTO

Offering car rental through real-time multi-supplier channels

Bobby Healy, CTO CarTrawler



- Worldwide Car Rental Distribution company
- Focus on airlines
- 25 years in the car rental industry
- 17,000 car rental locations worldwide in 134 countries
- 430 car rental suppliers (80% volume DC)
- Headquartered in sunny Dublin, Ireland.

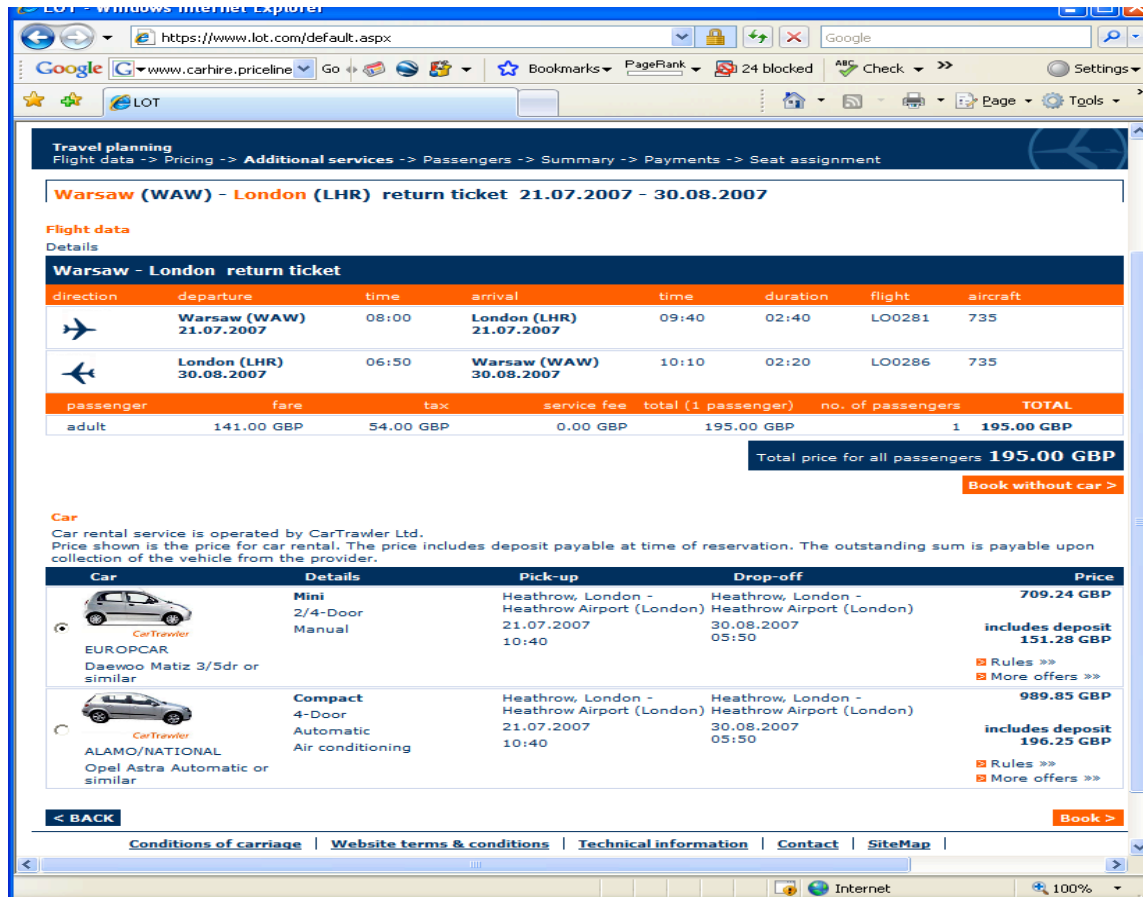


Our “Consumers”



- Technical Intermediaries
- Airlines / OTAs
- Meta Search
- Tourist Boards
- Brokers





Travel planning
Flight data -> Pricing -> **Additional services** -> Passengers -> Summary -> Payments -> Seat assignment

Warsaw (WAW) - London (LHR) return ticket 21.07.2007 - 30.08.2007

Flight data
Details

Warsaw - London return ticket



direction	departure	time	arrival	time	duration	flight	aircraft
→	Warsaw (WAW) 21.07.2007	08:00	London (LHR) 21.07.2007	09:40	02:40	LO0281	735
←	London (LHR) 30.08.2007	06:50	Warsaw (WAW) 30.08.2007	10:10	02:20	LO0286	735

passenger	fare	tax	service fee	total (1 passenger)	no. of passengers	TOTAL
adult	141.00 GBP	54.00 GBP	0.00 GBP	195.00 GBP	1	195.00 GBP

Total price for all passengers **195.00 GBP**

[Book without car >](#)

Car
Car rental service is operated by CarTrawler Ltd.
Price shown is the price for car rental. The price includes deposit payable at time of reservation. The outstanding sum is payable upon collection of the vehicle from the provider.

Car	Details	Pick-up	Drop-off	Price
 EUROPCAR Daewoo Matiz 3/5dr or similar	Mini 2/4-Door Manual	Heathrow, London - Heathrow Airport (London) 21.07.2007 10:40	Heathrow, London - Heathrow Airport (London) 30.08.2007 05:50	709.24 GBP includes deposit 151.28 GBP Rules >> More offers >>
 ALAMO/NATIONAL Opel Astra Automatic or similar	Compact 4-Door Automatic Air conditioning	Heathrow, London - Heathrow Airport (London) 21.07.2007 10:40	Heathrow, London - Heathrow Airport (London) 30.08.2007 05:50	989.85 GBP includes deposit 196.25 GBP Rules >> More offers >>

[Conditions of carriage](#) | [Website terms & conditions](#) | [Technical information](#) | [Contact](#) | [SiteMap](#)

Cars should be related to the ticket type of the passenger.

If a booking is made for 5 people a 5 person car should be offered NOT a Mini car type.



The seller knows more about the buyer than the supplier...

Flexibility

Argus Car Rentals - Rates and Reservations - On-Line Quote - Windows Internet Explorer

https://www.arguscarhire.com/argusBook.html?clien

arguscarhire.com

1 Quote 2 Book 3 Confirm

PICK UP
Location: **Dublin - Airport**
Address: Dublin - Airport
Date: Friday, 8 February 2008
Time: 10:00

DROP OFF
Location: **Dublin - Airport**
Address: Dublin - Airport
Date: Monday, 11 February 2008
Time: 10:00

Ford Fiesta or similar
x 5 x 2 x 2/4 3 days GBP 38.76 BOOK

Nissan Micra Automatic or similar
x 5 x 3 x 2/4 3 days GBP 42.37 BOOK

Ford Fiesta or similar
x 5 x 4 x 4-5 3 days GBP 42.63 BOOK

other car types are listed below:

Opel Astra or similar
x 5 x 4 x 4-5 3 days GBP 42.13 BOOK

Opel Astra or similar
x 5 x 4 x 4-5 3 days GBP 50.53 BOOK

Toyota Avensis or similar
x 5 x 4 x 4-5 3 days GBP 56.13 BOOK



Coverage



Blue 1 - Rent a Car - Windows Internet Explorer

https://www.cartrawler.com/blue1/?lang=FI

Google

Google

Blue 1 - Rent a Car

We ♥ Blue

Varaa heti, maksa noutaessasi
Ei peruutusmaksua

Vuokraa auto

Tarjouspyyntö

1 2 3

Maa: Suomi

NOUTO
Paikka: Helsinki - Lentokenttä
Päivä: 08 Hel 2008 Aika: 10 00

PALAUTUS
Paikka: Helsinki - Lentokenttä
Päivä: 11 Hel 2008 Aika: 10 00

Kuljettajan ikä:

Valuutta: Euro

Asuinmaa: Valitse...

HAE

Jos olet jo varannut auton, mutta sinun on muutettava suunnitelmiasi, peru varauksesi tässä.
Tarvitsetko apua? Katso ohje- ja tukiosiomme!

PERUUTA

powered by CarTrawler

London from 27 €/day *

Helsinki from 41 €/day *

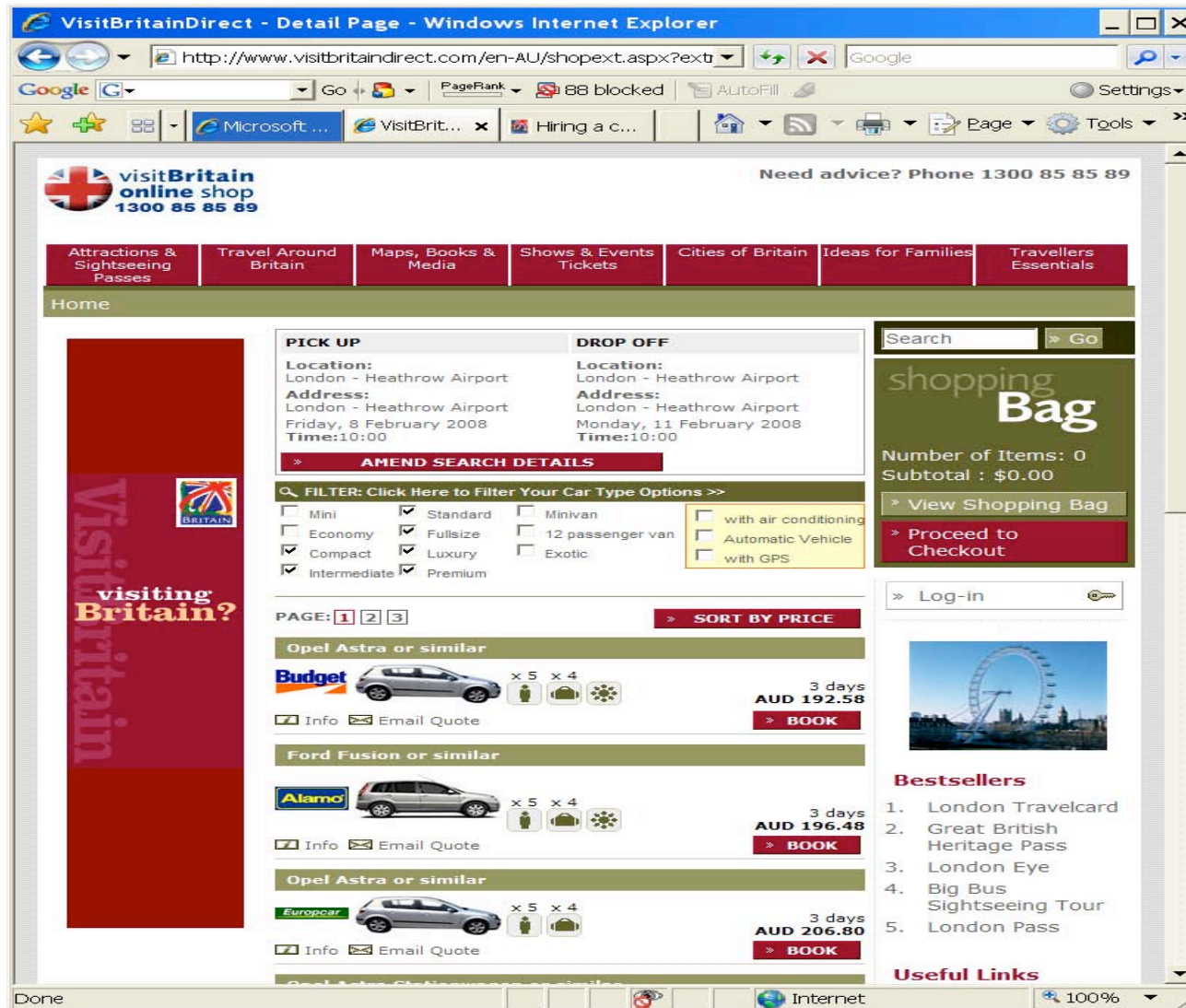
Copenhagen from 40 €/day *

Oslo from 63 €/day *

* Based On 7 Day Rental

Done Internet 100%





The screenshot shows a Windows Internet Explorer browser window displaying the VisitBritainDirect website. The page is titled "Detail Page" and shows a car rental search interface. The search results are sorted by price, showing three options for a 3-day rental from London - Heathrow Airport to London - Heathrow Airport on Monday, 11 February 2008, starting at 10:00.

Company	Car Type	Price (AUD)	Buttons
Budget	Opel Astra or similar	192.58	Info, Email Quote, BOOK
Alamo	Ford Fusion or similar	196.48	Info, Email Quote, BOOK
Europcar	Opel Astra or similar	206.80	Info, Email Quote, BOOK

The interface includes a navigation menu with categories like "Attractions & Sightseeing Passes", "Travel Around Britain", "Maps, Books & Media", "Shows & Events Tickets", "Cities of Britain", "Ideas for Families", and "Travellers Essentials". A search bar is visible, and a "shopping Bag" section shows 0 items. A "Bestsellers" list includes "London Travelcard", "Great British Heritage Pass", "London Eye", "Big Bus Sightseeing Tour", and "London Pass".



- 8 Seasoned Java heads
- 4 years in development and ongoing
- 60 “users”
- Suppliers x Variations = effort
- Proprietary



Importance of car hire



- \$37 billion in '05
- \$48 billion by '10 (CAGR 5%)
- leisure Europe \$11 billion by '08
- 211% growth in online bookings
- 58.7% of all car rentals are within airports
- 11% of UK visitors use a car rental



(source: DataMonitor, PhoCuswright, VisitBritain)

By 2012, over 40% of worldwide airport car hire will be sold by airlines to airline passengers



ancillary revenues grew by 40% from an already significant base, as the growth of ancillary sales continues to outpace that of scheduled traffic. (Micheal O Leary Jan '07)

	Year ended March 31, 2007	Year ended March 31, 2006
	€000	€000
Operating revenues		
Scheduled revenues	1,874,791	1,433,377
Ancillary revenues	362,104	259,153
Total operating revenues—continuing operations	2,236,895	1,692,530

	2007	2006
	€000	€000
Non-flight scheduled.....	241,990	166,796
Car hire	22,972	19,752
In-flight.....	60,079	45,306
Internet income	37,063	27,299



Key Statistics	2007	2006	Change
Scheduled passengers	42.5m	34.8m	+22%
Fleet at period end	122	100	+22%

easyJet

INDUSTRY DYNAMICS

Table 2 : easyJet ancillary revenue model

£m	2002A	2003A	2004A	2005A	2006A	2007F
Genuine ancillary						
Speedy boarding	0.00	0.00	0.00	0.00	0.00	7.47
Flight change fee	1.89	3.42	3.92	4.74	5.82	6.46
Cancellation fee	1.48	2.69	3.18	3.78	4.88	5.60
Name change fee	1.42	2.56	2.87	3.53	4.34	4.91
Rescue fees	0.00	0.00	0.00	2.44	7.10	8.15
Hotel accommodation	2.21	5.00	6.34	5.80	6.94	10.75
Car hire	1.15	2.55	3.52	6.01	10.88	13.31
Travel insurance	0.87	1.85	2.89	3.69	8.78	11.09
Parking	0.23	0.43	0.52	0.48	0.52	0.61
Food	0.16	0.29	0.40	0.66	0.84	1.02
Beverages	0.43	0.78	1.10	1.86	2.17	2.68
Merchandise	0.00	0.00	0.00	0.29	0.43	0.52
Sub-total	9.85	19.55	24.74	33.28	52.70	72.57

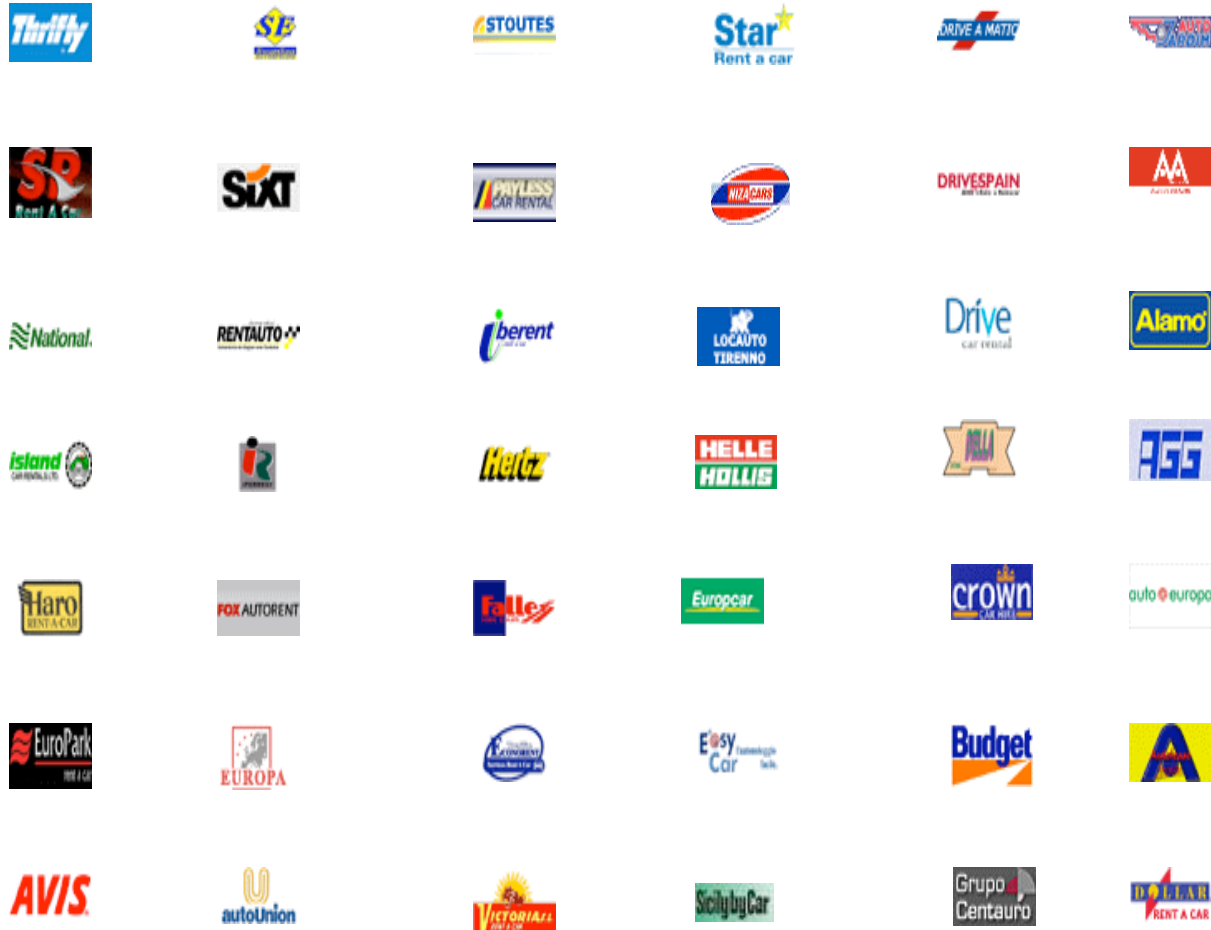
Source: Company data, ABN AMRO forecasts and estimates of ancillary split



The right product ?



The right product?



- 100 mps (OTA_VehAvail)
- low cache hit rate (retail)
- outbound Fanout (~10x)
- outbound delay (~3 sec)
- suppliers Throttling - Push will help.
- smaller suppliers impact



- 500 OTA_VehAvail/sec +fanout
- full coverage ?
- <1 second
- push for all variable pricing
- on request normalised
- full implementation
- M/L T&C implemented



Supplier #1 RQ



```
<?xml version="1.0" encoding="UTF-8" ?> _ <SOAP-ENV:Envelope xmlns:SOAP-
ENV="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">_ <SOAP-ENV:Body>_
<ns1:do_OTA_VehAvailRateRQ SOAP-
ENV:encodingStyle="http://schemas.xmlsoap.org/soap/encoding/" xmlns:ns1="urn:vanguard-
web-webservices-ota-IOTA"> <param0 xsi:type="xsd:string">AL</param0> <param1
xsi:type="xsd:string">2005B</param1> <param2 xsi:type="xsd:string"><?xml
version="1.0"?><OTA_VehAvailRateRQ xmlns="http://www.opentravel.org/OTA/2003/05"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.opentravel.org/OTA/2005B/OTA_VehAvailRateRQ.xsd"
Target="Production" Version="2.0"> <POS> <Source ISOCountry="IE" ISOCurrency="GBP">
<RequestorID Type="4" ID="802326F3"> <CompanyName Code="AG"
CompanyShortName="Argus Travel"/> </RequestorID> </Source> </POS> <VehAvailRQCore
Status="Available"> <VehRentalCore PickupDateTime="2008-02-08T10:00:00"
ReturnDateTime="2008-02-11T10:00:00"> <PickUpLocation LocationCode="LHRT71"/>
<ReturnLocation LocationCode="LHRT71"/> </VehRentalCore> <VendorPrefs> <VendorPref
Code="AL"/> </VendorPrefs> <RateQualifier RateQualifier="CORP"/> <TPA_Extensions>
<TPA_Extension_Flags EnhancedTotalPrice="true"/> </TPA_Extensions>
</VehAvailRQCore></OTA_VehAvailRateRQ></param2> </ns1:do_OTA_VehAvailRateRQ>
</SOAP-ENV:Body> </SOAP-ENV:Envelope>
```



Supplier #2 RQ



```
<SOAP-ENV:Envelope xmlns:SOAP-ENV="http://www.w3.org/2001/12/soap-envelope"
xmlns:xsi="http://www.w3.org/1999/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/1999/XMLSchema">
  <SOAP-ENV:Header>
    <ns:credentials
xmlns:ns="http://wsg.avis.com/wsbang/authInAny">
      <ns:userID
ns:encodingType="xsd:string">ArgusCarTrawler</ns:userID>
      <ns:password
ns:encodingType="xsd:string">02ArgusCarTrawler14</ns:password>
    </ns:credentials>
  </SOAP-ENV:Header>
  <SOAP-ENV:Body>
    <ns:Request xmlns:ns="http://wsg.avis.com/wsbang">
      <OTA_VehAvailRateRQ
EchoToken="CT" Target="Production" Version="1.0" SequenceNmbr="1" MaxResponses="16"
ReqRespVersion="small" xmlns="http://www.opentravel.org/OTA/2003/05"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.opentravel.org/OTA/2003/05 OTA_VehAvailRateRQ.xsd">
      <POS>
        <Source>
          <RequestorID Type="1" ID="ArgusCarTrawler" />
        </Source>
        <Source>
          <RequestorID Type="5" ID="0032583C" />
        </Source>
      </POS>
      <VehAvailRQCore
Status="Available">
        <VehRentalCore PickUpDateTime="2008-02-08T10:00:00"
ReturnDateTime="2008-02-11T10:00:00">
          <PickUpLocation LocationCode="LHR" />
          <ReturnLocation LocationCode="LHR" />
        </VehRentalCore>
        <VendorPrefs>
          <VendorPref
CompanyShortName="Budget" />
        </VendorPrefs>
        <VehPrefs>
          <VehPref
TransmissionType="Manual" TypePref="Preferred" ClassPref="Preferred"
AirConditionPref="Preferred" TransmissionPref="Preferred">
            <VehType VehicleCategory="1" />
            <VehClass Size="1" />
          </VehPref>
        </VehPrefs>
        <RateQualifier RateCategory="2"
CorpDiscountNmbr="G995500" />
      </VehAvailRQCore>
      <VehAvailRQInfo>
        <Customer>
          <Primary>
            <CitizenCountryName Code="IE" />
          </Primary>
        </Customer>
      </VehAvailRQInfo>
    </OTA_VehAvailRateRQ>
  </ns:Request>
</SOAP-ENV:Body>
</SOAP-ENV:Envelope>
```



Supplier #3 RQ



- <http://www.sixt.com/php/rental/argus-availability-check?&Country=IE&CDNumber=9922630&FromStatID=7429&ToStatID=7429&FromDate=2008-02-08&ToDate=2008-02-11&FromTime=10:00&ToTime=10:00>



Airline



Leisure



OpenTravel Success Stories

5th Feb 2008

Malachi Faughnan

CIO

Datalex is a leading provider of travel distribution software and solutions that enable global travel industry suppliers and distributors to deliver increased content and choice to their customers across multiple sales channels, while enabling record reductions in distribution costs.

Datalex has served the travel industry with innovative technology products and solutions for over 20 years. Our customers represent major airlines, travel distributors, hotel and resort groups. Datalex has a worldwide presence across North America, Europe and Asia Pacific.



Virgin Atlantic

- Datalex deployed TDP in a hosted model to provide an enhanced Calendar based shopping experience
- Takes advantage of TDP Fares and TDP AAS to provide a high performance solution
- UI design company just had to work with 4 OpenTravel messages sets
- Seamless integration between London and Atlanta
- Redistribution of these OpenTravel messages to B2B partners

Virgin Atlantic

- OTA_AirLowFareSearch
 - 49 day matrix display in one message
 - All possible itineraries for request date
 - Lowest itinerary for +/- 3 dates
- OTA_AirAvail
 - Monthly calendar of redemption classes
- OTA_AirPrice
 - Upsell of chosen itinerary in higher class
- OTA_AirRules
 - Structured fare rules of chosen fares

Aer Lingus

- Datalex deployed TDP in a hosted model to provide Car, Hotel, Insurance and Ancillary Revenue
- Takes advantage of TDP Business Rules Centre to provide a high performance solution
- Seamless integration between Dublin and Atlanta using XML over HTTPS
- Reuse of OpenTravel PricedItinerary elements to provide a consistent message vocabulary for Ancillary Revenue

Aer Lingus

- Car
 - OTA_VehAvailRate
 - OTA_VehRes
- Hotel
 - OTA_HotelAvail
 - OTA_HotelRes
- Ancillary Revenue
 - DLX_AirFees
 - Uses a standard PricedItinerary in the request

TDP

- Datalex TDP uses OpenTravel messages where possible
 - Air, Car, Hotel, Profiles etc
- Integration with 3rd parties made easier where they also provide an OpenTravel message set
 - Hertz, Sabre etc
- Extend OpenTravel messages when necessary using TPA extensions
 - Keeps customizations in a logical placeholder for re-evaluation when new OpenTravel schema is available
- Datalex TDP Business Rules Centre closely integrated with the OpenTravel message sets

Thank You
Questions?