

Leveraging Open Standards for Collaborative Commerce

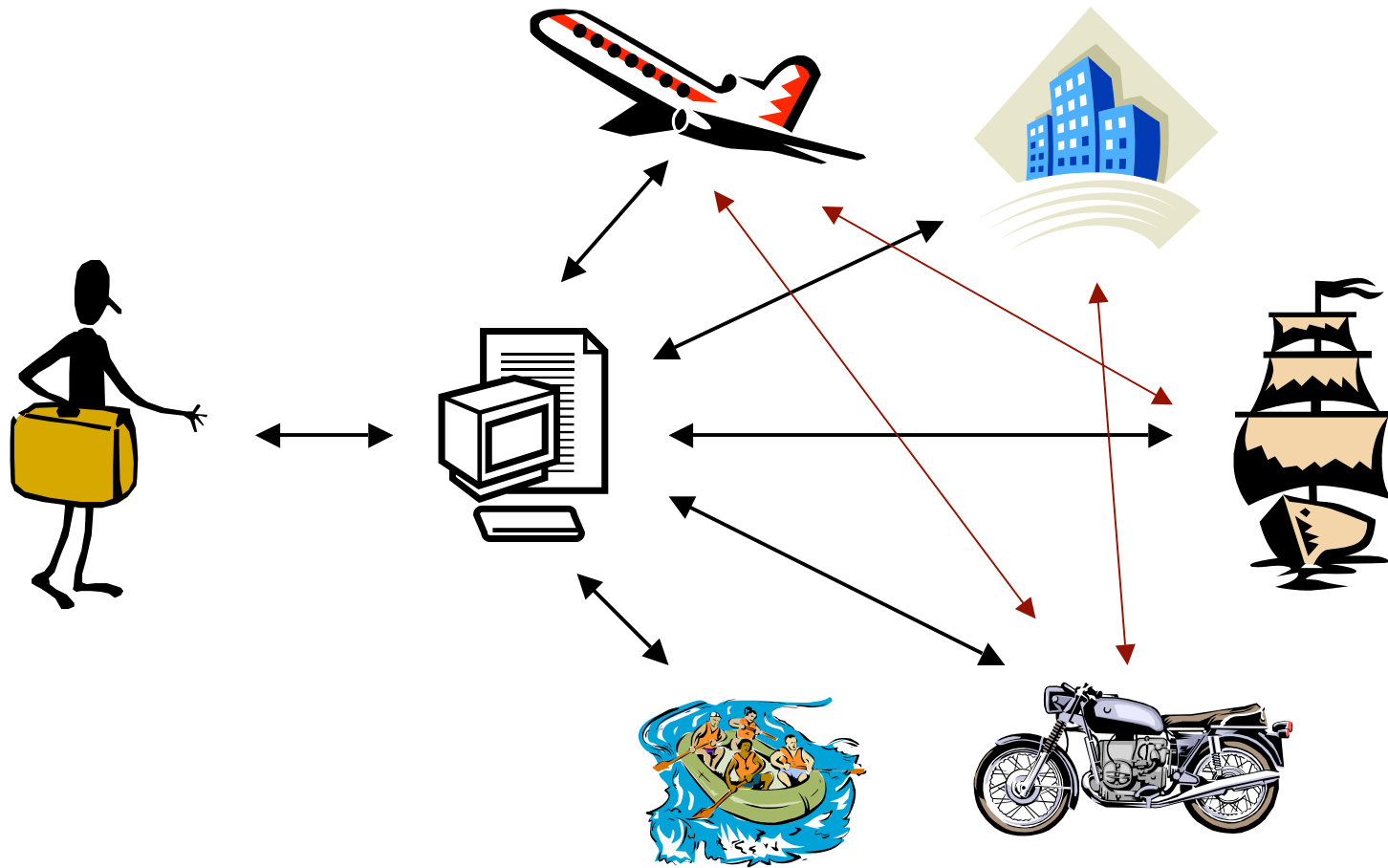
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Executive Director
UIC eBusiness Conference
2007



What is OpenTravel?

- Self-funded, non-profit organization
- Founded in 1998 by the major airlines, hotels, car rental companies, distributors and technology companies
- Members include cruise lines, railways, travel agencies, tour operators, GDS', distributors, technology and solutions providers
- Creates open messaging specifications in XML for every vertical in the travel industry
- Promotes the use of those messages
- Provides implementation guidance

We Deliver Traveler Information



Why Use Standards

- Reusability from trading partner to trading partner
- Less implementation time
- Lower IT costs
- More agile and responsive business
- Credibility in the marketplace - I Use Opentravel

Why Open Standards?

- Specifications are given away
- Zero-cost model spurs adoption
- Widespread adoption generates wider implementation and further interest in specification
- Interest generates memberships which provides ongoing operational capital

Interoperability since 2001

- 240+ message sets
- 30,000 individuals have downloaded specification from opentravel.org
- 500+ message registrations
- Tens of thousands of messages in use
- Tens of millions of messages exchanged daily between trading partners using our schemas
- De facto standard in travel electronic distribution

Case Studies



Continental Airlines



NORWEGIAN CRUISE LINE
FREESTYLE CRUISING®



Cruise Line Standards Strategy

- Historically, cruise lines only distributed inventory from their own call centers and accredited travel agencies
- Norwegian Cruise Line (NCL) wanted to communicate with multiple distribution partners using the same schema
- NCL joined OpenTravel as its first cruise member, recruited another cruise line, a solutions provider and two technology providers
- Together, they mapped out a set of messages needed to facilitate electronic distribution of complex cruise functions

Cruise Messages Created...

- Booking History
- Booking
- Cabin Availability
- Cabin Hold
- Cabin Un-hold
- Cancellation
- Category Availability
- Create Booking
- Price Booking
- Sailing Availability
- Shorex Availability
- Special Services
- Fare Availability
- Reservation Retrieval
- Package Availability
- Itinerary Description

To Be Created:

- Cabin Description
- Bus Availability
- Transfer Availability
- Activity Booking

Benefits and Lessons Learned

- Re-usability of messaging transactions
- Quick deployment to NCL partners
- Exposure of functionality readily available versus legacy methods
- Inter-operability of existing OpenTravel messages for non-cruise functions
- Cost of shopping and booking transaction reduced by 50% over call center
- Expect to double GDS bookings by the end of 2008
- Increased eDistribution of NCL product in 2006 vs. 2005
- New messages may affect existing standards
- Working with other companies enhance the standards

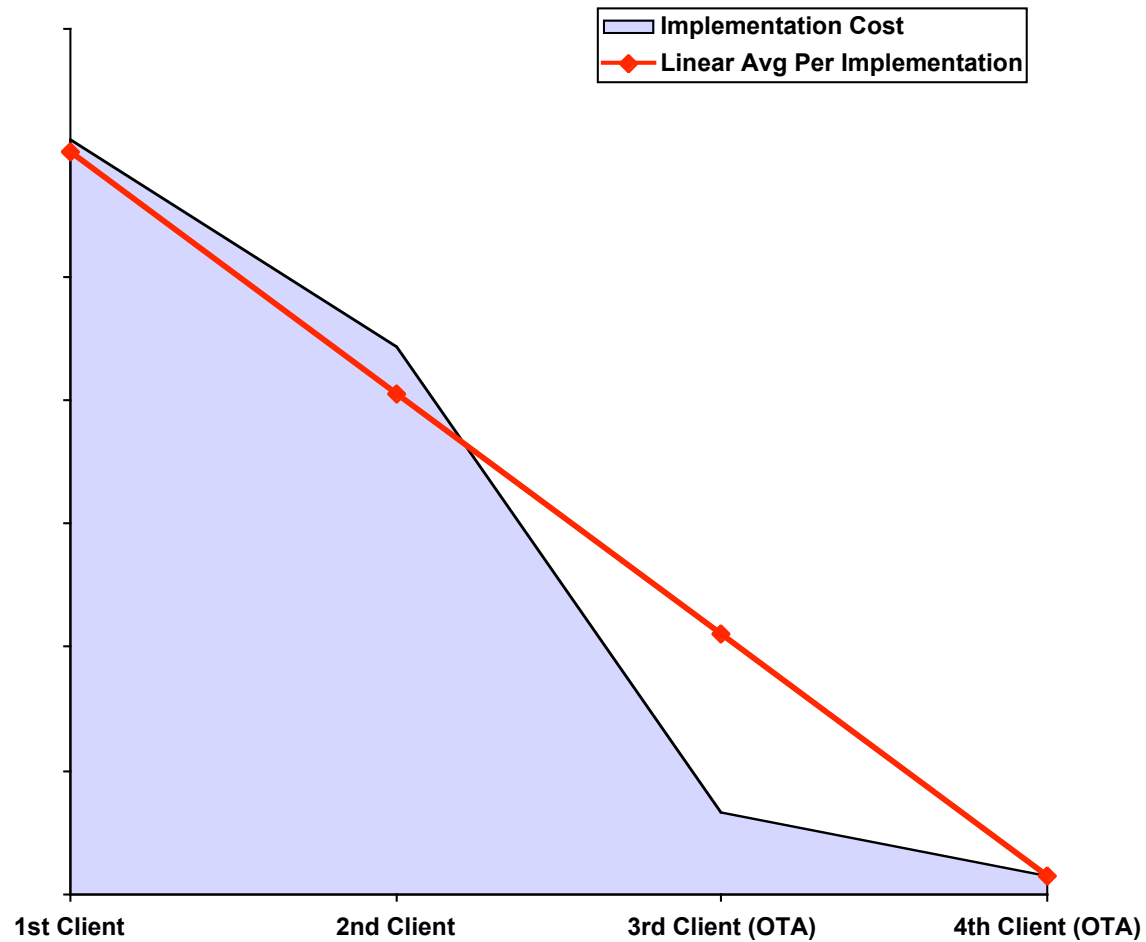
Airline Cost Reduction Strategy

- Historically, airlines distributed through the GDS and call centers
- Continental Airlines wanted to talk directly to its distribution partners, outside the GDS fee structure
- Benefits included:
 - Lowering the cost of distribution
 - Fewer intermediaries to pay in the channel
 - Aligning the distribution cost with that of low-cost carriers
 - Creating a closer relationship with distribution partners
 - Using internal resources more efficiently; less time following up on:
 - GDS pricing errors
 - Inventory discrepancies
 - Billing errors and resultant collection process

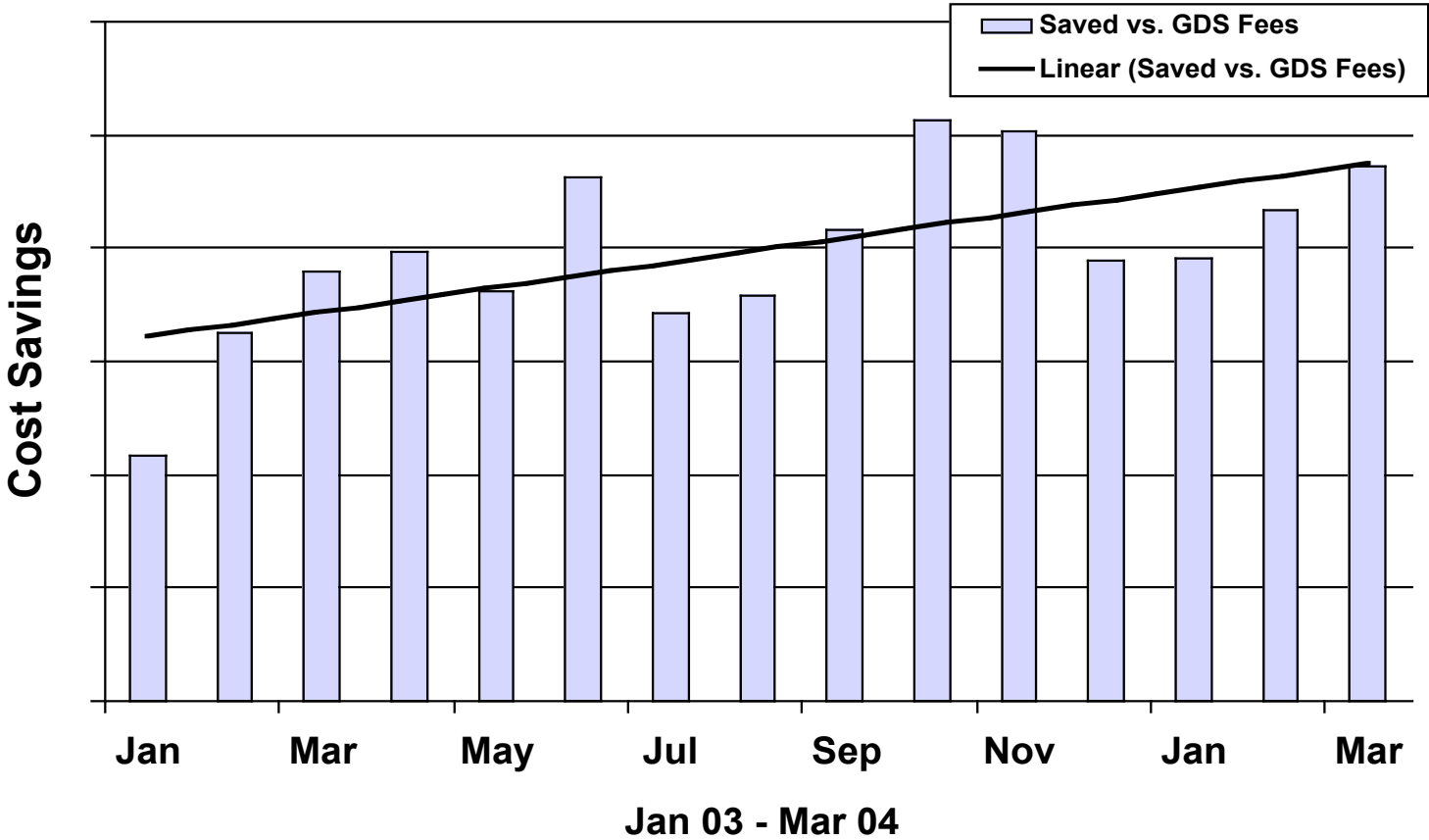
Services Offered

- Low Fare Search
- Availability
- Booking
- Credit Authorization
- Fare Rules
- Flight Information
- Itinerary
 - Retrieve
 - Cancel
 - Modify
 - Complete
- Queuing
- PNR Storage/Recovery
- Pricing
 - Bulk
 - Retail
 - Stored Fare
- Seat Assignment
 - Automatic
 - Specific
- Schedule Change
- Ticketing
 - eTicket
 - Refund
 - Reissue
- Service Health Ping

Implementation Cost Savings



Monthly Cost Savings



Results

For Continental

- XML-based middleware solution created to allow distribution partners to make requests directly into Continental's airline reservation system
- Designed to dynamically add new implementations and specific features via XML configuration
- Supports OpenTravel and custom XML interfaces

For Distribution Partners

- Share distribution cost savings
- Greater accuracy of information from supplier
- Guaranteed access to inventory and pricing
- Preferred status for new opportunities

Car Hire Ancillary Revenue Strategy

- CarTrawler is a global car rental distribution system
- Its service allows partners to access pricing, availability and bookings in real time from within their existing sites
- It facilitates the dynamic cross-selling of car rental - a high yield, uncomplicated product - into airline, hotel, online travel agents and travel agency call centers
- CarTrawler provides ancillary revenue to its partners

From One LCC...

*ancillary revenues grew by 31% from an already significant base, as the growth of **ancillary sales continues to outpace that of scheduled traffic.** (Micheal O Leary Jan '07)*

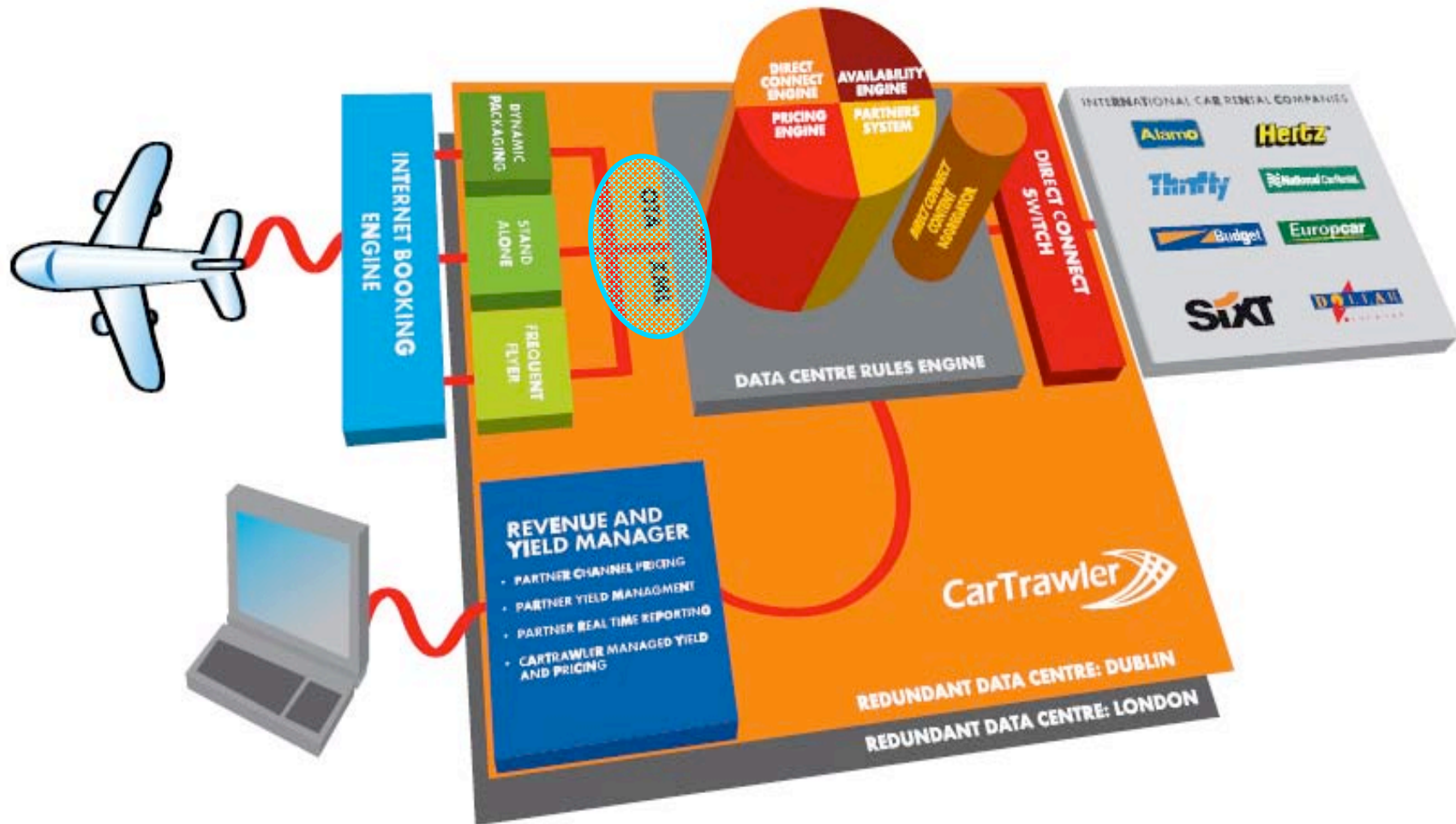
Ryanair Holdings plc and Subsidiaries

Page 1

Consolidated Income Statement in accordance with IFRS (unaudited)

	Quarter ended June 30, 2006 €'000	Quarter ended June 30, 2005 €'000
Operating revenues		
Scheduled revenues	490,012	346,286
Ancillary revenues	76,621	58,352
Total operating revenues - continuing operations	566,633	404,638

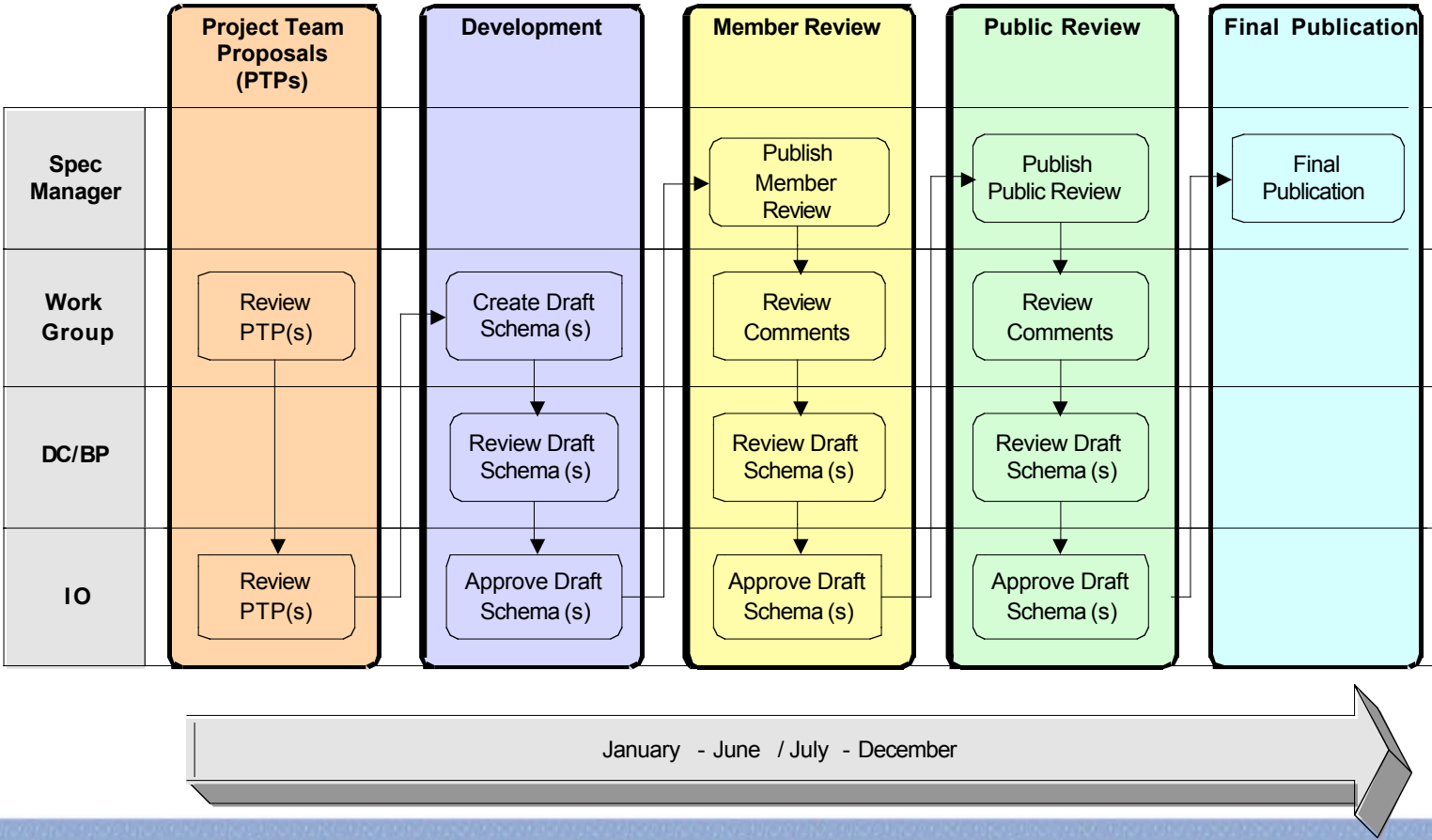
How does CarTrawler Do It?



Results for CarTrawler

- 17,000 car rental locations worldwide in 134 countries
- 430 car rental suppliers
- 1,500 affiliate partners
- One of the fastest growing companies in Ireland
- One of the fastest growing distribution intermediaries in the travel industry

OpenTravel Release Process



Current Projects

- Hotel rate plan schema
- Enhanced hotel content distribution messages
- GDS back office feed to travel agencies
- Tour schema
- Fare families/attribute selling for airlines
- Car rental rate and rule schema
- Security recommendations
- Session management recommendations
- WSDL implementation guideline

Upcoming Work

- Mobile distribution
- Dynamic packaging
- Payment (air and hotel)
- Rail?
- Time share

Resources

- Public Site <http://www.opentravel.org>
 - Published specifications
 - Other governance documentation
- Implementers Forum (Google)
 - <http://groups.google.com/group/OTA-Impl-Forum/>
- Members Site <http://forum.opentravel.org>
 - Posted meeting minutes
 - OpenTravel event calendar
 - Documentation (in-progress and continual)
- Wiki <http://wiki.opentravel.org>
 - Work group and project team documentation
 - Test suite and forums

Thank You

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