



**avis budget group**

**John Turato**

**VP Technology**

**Chairman, OpenTravel Alliance**

**10 October 2007**

**AVIS**

 **opentravel**  
setting the standard

**Budget**

avis budget group

GOOD AFTERNOON LAS VEGAS!!!!

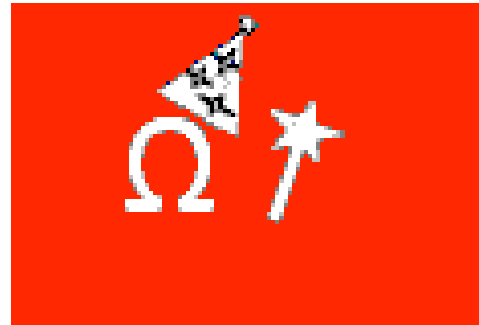


**AVIS**

**Budget**

# Introduction

- **Avis Budget Group**
- **General Use Car and Truck Rental**
- **Airport and Suburban Locations**
- **Mainframe Based Reservation and Rental System**
  - *Wizard*
- **SOA - OMEGA**



**AVIS**

**Budget**

# WAVE



**AVIS**

**Budget**

## Industry Trends With Implications for Technology Strategy

- The travel industry is experiencing a shift in reservation channel as a result of the Internet
- The travel industry continues to trend towards self-service
- Direct Connect partnerships are reliant on industry standards (e.g. OpenTravel)
- Increasing Look-to-Book ratios
- ABG positioned to leverage technology as a competitive advantage
- Security and privacy regulations are industry trends that affect how companies operate

# Approach

- **Began with cutting edge Web Services Gateway**
  - *Precursor to today's ESB's*
  - *Built Direct Connect in 2000/2001*
    - OpenTravel XML, SOAP
    - Started with a \$40K project
  - *Became base approach for other projects*
- **In 2000/2001 developed Avis Message Specification**
  - *Defined our message set for partners*
  - *Drove standards through participation*
  - *Learned about XML performance early.*



# Standards and Organizations

- OpenTravel
  - *Travel suppliers, distributors, technology providers*
  - *Created XML messages*
  - *Plan architecture*
  - *Website: [www.opentravel.org](http://www.opentravel.org)*
- Collision Industry Electronic Commerce Association (CIECA)
  - *Insurance Replacement specifications*
  - *Website: [www.cieca.com](http://www.cieca.com)*



**Higher Standards for  
the Collision Industry**

**AVIS**

**Budget**

# SOA Consortium

- **New SOA Advocacy Group**
- **SOA Consortium Mission and Strategy**
  - *SOA adoption is a key enabler for the 21<sup>st</sup> century enterprise*
  - *SOA benefits require significant change for IT and the Business*
  - *SOA perceived as IT initiative by Business Executives instead of as a Business agility story*
  - *SOA Consortium can help drive industry-wide adoption of SOA*
- **Website: [www.soa-consortium.org](http://www.soa-consortium.org)**



# Avis Budget and OpenTravel

- **Avis/Budget – Early Members**
  - *Car Working Group*
  - *Architecture*
  - *Adoption (Certification)*
  - *Travel Integration Working Group*
  - *Board of Directors*
- **AvisBudget Group**
  - *OpenTravel Charter Registered-Company*

**AVIS**

 **opentravel**  
setting the standard

**Budget**

# 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 to facilitate electronic distribution**

**AVIS**

 **opentravel**  
setting the standard

**Budget**

# How do we avoid the chaos?

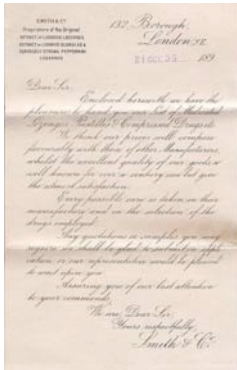
## Standards

### Web Services specifications

- *XML – Extensible Markup Language*
  - Text based meta language which is at the core of Web Services
- *SOAP*
  - SOAP is a lightweight protocol intended for exchanging structured information in a decentralized, distributed environment.
- *OpenTravel schemas*
  - Travel Industry message language

# It's like mailing a letter...

- **SOAP is the envelope**
  - *Has the address and all the needed overhead*
- **XML data and “payloads” are the letters**



But what is the address?

**AVIS**

**Budget**

## Services Catalog

- **What is it? It's like a phone book for services.**
  - *Online directory that provides a uniform way to identify, define, and describe their services in order for consumers to use them.*
  - *Precursor to an industry-standard Universal Description, Discovery and Integration (UDDI) or other XML registry.*
    - Industry direction still not clear
- **Content – in a Repository - Logic Library Logidex**
  - *WSDL*
  - *Message Specification, etc.*
  - *Could be internal or external*
- **Services Governance under way**



# OpenTravel Interoperability since 2001

- 240+ message sets
- 30,000 individuals have downloaded specification from [opentravel.org](http://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

**AVIS**

 **opentravel**  
setting the standard

**Budget**

## Open Standards are Part of the Answer

- Use same connectivity method trading partner to trading partner
- Speed time to market for new products and new partners
- Lower IT and operational costs
- More agile and responsive business for your customers
- Open = Free! (aside from dues)
- Zero-cost model spurs use of standards
- Widespread use generates more implementation and further interest in standards

Everyone speaks the same language!

**AVIS**

 **opentravel**  
setting the standard

**Budget**

# Current OpenTravel Projects

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

**AVIS**

 **opentravel**  
setting the standard

**Budget**

# What We' ve Learned

- **It's not the Technology**
  - *Never has been – It's the politics*
- **Business is getting it**
  - *Understands the power of services*
- **Service Approach matured**
  - *Initial approach was external XML focused*
- **We made the mistakes early – well positioned today**
- **Strong team**
- **Industry involvement in standards was key**
- **Don't be afraid to roll your own**
  - *Develops your expertise in evaluating off-the-shelf*
- **Prefer Off-the-shelf if available as long as it performs**





**Thank You**

**JOHN TURATO**

**[john.turato@avisbudget.com](mailto:john.turato@avisbudget.com)**

**973 496 3830**

***AVIS***

**Budget**