Aviation Data Symposium

15 - 16 November 2017
Miami, USA

Host Airline
jetBlue
08:00 - 09:00 Welcome Coffee Break

09:00 - 09:05 Opening Remarks by IATA

09:05 - 09:20 Host Airport Remarks - Aviation Data, the Opportunities and Challenges

09:20 - 09:30 Host Airline Remarks - Ride the Perfect Data Storm: A Strategic Roadmap

09:30 - 09:50 The Age of Data: Becoming a Data Driven Business

09:50 - 10:05 The Big Disruption of Big Data

10:05 - 10:20 The Big Data Challenge: Balancing Innovation with Regulations

10:20 - 10:40 The Future is Now: Understanding the Trends that are Revolutionizing the Industry

10:40 - 11:15 Networking Coffee Break Sponsored by

11:15 - 11:35 If We Could TURN Back Time

11:35 - 12:20 Aviation Leaders on the Grill - The Aviation Industry Challenges in the Data Age: Where are we Now?

12:20 - 12:30 Industry Data and ADS Highlights

12:30 - 14:00 Luncheon Workshop (Invitation only) Sponsored by

12:30 - 14:00 Networking Lunch Sponsored by

Opening Plenary

Moderated by

Wednesday, 15 November 2017

09:00 - 12:30

Opening Remarks by IATA

Aleks Popovich, SVP Financial Distribution Services, IATA

Host Airport Remarks - Aviation Data, the Opportunities and Challenges

Emilio T. Gonzalez, CEO, Miami International Airport

Host Airline Remarks - Ride the Perfect Data Storm: A Strategic Roadmap

Ramki Ramaswamy, Vice President IT, JetBlue

The Age of Data: Becoming a Data Driven Business

Angelo Impoco, VP, Global Merchant Services & Loyalty Risk Management, American Express

Oguz Ozsahin, Chief Risk Officer, Global Merchant Services and Head of Airline Center of Excellence, American Express

The Big Disruption of Big Data

Nawal Taneja, Airline Business Strategist, Published Airline Business Author, The Ohio State University

The Big Data Challenge: Balancing Innovation with Regulations

Éric Vallières, Partner, McMillan

The Future is Now: Understanding the Trends that are Revolutionizing the Industry

David F. Hoppin, SVP, DIIO at Flightglobal

If We Could TURN Back Time

Angela Marano, Senior Director, Corporate Strategy Data Science and Continuous Improvement, Southwest

Aviation Leaders on the Grill - The Aviation Industry Challenges in the Data Age: Where are we Now?

Tanya Beckett, Anchor, BBC World News

Panelists:

Bilal Munir Sheikh, CCO, Pakistan International Airlines

David F. Hoppin, SVP, DIIO at Flightglobal

Maurice Jenkins, CIO, Miami International Airport

Dickie Oliver, CIO, ARC

Nawal Taneja, Airline Business Strategist, Published Airline Business Author, The Ohio State University

Industry Data and ADS Highlights

Charles de Gheldere, Director Business Intelligence, IATA
14:00 - 14:10
Introduction and Opening Remarks

- Aleks Popovich, SVP Financial Distribution Services, IATA
- Mike Premo, CEO ARC

14:10 - 14:30
The Journey of Airlines Passenger Distribution and Sales Data

Understand the evolution of airline data by looking at yesterday, today and tomorrow. Pain points are plenty, but the rewards are well worth it! Learn how to minimize the pains on a journey to reap the rewards.

- Brett Berman, Managing Director, Sales Operations, American Airlines

14:30 - 14:50
Master Your Own Data and Jump in the Driver’s Seat

Mastering both your own and market data puts you in control of your destiny. It gives your airline a competitive advantage. Learn from the masters on how you can be one of them!

- Rogier van Enk, VP Distribution, Commercial Excellence & Data Science, Finnair

14:50 - 15:30
Interactive Panel Discussion: The Cycle of a Passenger Transaction: The Hidden Value within the Value Chain

What is the data we collect at each step of the way? What specific data elements are used, and how, by different participants in the value chain? What is each stakeholder looking to gain out of extensive data usage? How do we implement meaningful data sharing practices, while not overstepping regulatory constraints and removing threats across the value chain?

Moderator:
- Bryan Wilson, Former BA Director of Information Management and Former IATA CIO & Director of Industry Architecture

Panelists:
- Jonathan Boffey, SVP, Business Development, Triometric
- Mark Drusch, VP, Aviation Commercial Advisory, ICF
- Rogier van Enk, VP Distribution, Commercial Excellence & Data Science, Finnair
- Eric Nordling, COO, RMS An Accelya Group Company

14:00:00 - 14:05
Opening and Introduction

- Nancy Rockbrune, Head, Safety Management, IATA

14:05 - 14:15
Opening Remarks and Track Objectives

- Al Madar, Managing Director, Operation Safety, American Airlines

14:15 - 15:00
Data and Information Challenges and Triumphs - The Airlines Experience

The importance of data and information to improve operational and safety performance is commonly understood in the aviation Industry. However, avoiding risk while getting the right data and information to support informed decision making is not always easy, particularly as the amount of data and information increases at such a rapid pace. How have airlines adapted, and what is on the horizon? What impact has there been on aviation safety and operations.

Hear airlines speak to the challenges faced and triumphs made while transitioning to this Digital Age, and their ideas for the future direction.

Moderator:
- Rob Hills, Principal, Strategy & Operations Practice, Deloitte

Panelists:
- Jimmy James, Managing Director, Procurement and Supply, American Airlines
- Elhan Orhan, VP, Internal Audit, United Airlines
- David Mawdsley, Aviation Safety Advisor, Rolls Royce Digital

15:00 - 15:30
Data Tools and Services ~ Helping Airlines Make Informed Decisions

Airlines cannot make effective decisions in isolation and also can’t be expected to single-handedly consume an ever-increasing amount of data. To efficiently operate aircraft, many factors, such as traffic (both in the air and on the ground), routing, weather, and more must be considered. But where does this information come from and how is it used? Hear how commercial entities are leveraging new and existing data sources and creating new tools to facilitate informed decision making, ultimately improving operational performance.

- Daniel Baker, CEO, FlightAware

14:00 - 14:05
Chairman Welcome and Opening Remarks and Objectives for the Session

- Jean-Christophe Rossand, Product Manager, Cargo IS, IATA

14:05 - 14:35
Looking Into the Future: The SAS Story

How has digital transformation helped SAS Cargo increase business and market share? How does SAS Cargo manage data to serve our customers better? What opportunities and challenges does data bring? What has SAS Cargo learned from other data intensive industries?

- Leif Rasmussen, CEO, SAS Cargo

14:35 - 15:05
Data – The Raw Material of the 21st Century Also in Airfreight?

Move from traditional market intelligence data to more datasets, for example, in driving analytics and more sophisticated decision making in the airfreight.

- Jochen Goettelman, CIO, Lufthansa Cargo

15:05 - 15:30
A Holistic Approach to Data Usage and Modelling

- Damien Zaru, Manager APCS Products, IATA

15:00 - 15:30
Data is the Core Currency of the New Business Model

- Juan Ivan Martin, Head, Innovation, IATA

14:05 - 14:20
Airlines in the Data Science Era: Borrowing Disruption From Other Industries

Airlines, Airports, and the entire industry have valuable treasure buried in their data today. The key to unlocking this treasure sits with the ability to intelligently apply data analytics to optimize operations, revenue opportunities, and implement predictive workloads.

- Alex Cosmas, Analytics Leader, McKinsey & Company

14:20 - 14:40
The Path to a Data Driven Airline

Data is becoming a key strategic tool for the airline. Capturing, mastering, controlling and utilizing this is becoming an art within itself. Without these new skills, airlines could be at risk of losing their competitive advantage.

- Ramki Ramaswamy, VP IT, Technology Integrations, JetBlue

14:40 - 15:00
Airport which Puts Data Use at its Core

A major airport CIO will share with us their latest application of data to drive customer personalization and revenue optimization.

- Maurice Jenkins, CIO, Miami International Airport
- Eric Knowles, Senior Systems Analyst/Programmer, Miami International Airport
- Carlos Garcia, Senior Computer Services Manager, Miami International Airport

15:10 - 15:30
The Future is Now: All About Big Data

Big Data, Data Science, Data is the new oil…. Artificial Intelligence, Deep Learning? - What does all of this mean? Is it really all new? Are they future-shaping our digital century?

- Natascha Maegdefessel, Lead Data Scientist, ZeroG

15:30 - 16:15 Networking Coffee Break Sponsored by
17:55

Whole new approaches to increase shipment control as well as routing flexibility. Shipments whereabouts, new data systems open up the way for predictive analytics.

17:25

Where an emphasis for Air Cargo in the past has always been on the control. Where an emphasis for Air Cargo in the past has always been on the control. We will take the time to consider and discuss the views of various stakeholders across the value on the benefits of sharing what we know about the customer to arrive at a truly win-win-win situation with the ultimate goal of enhancing customer experience. We will also debate IATA role as a neutral industry body to support the process.

Moderator:

Paul Tilstone, Managing Partner, FESTIVE ROAD

Panelists:

Joerg Hochapel, Lead, Analytics Center of Excellence, Lufthansa
Chris Bruce, VP Corporate Development, Journera
Philippe Garnier, VP Distribution and Partnerships, Hilton
Charlie Kimes, Director of Data Products and Insight, American Express

18:00

Panel Discussion - Sharing is Caring: A Case for Value Chain Collaboration

What can we learn from one another? How clear is the case for value chain collaboration in data sharing? Does it result in better servicing, increased revenues or reduced costs?

In this interactive session, we will take the time to consider and discuss the views of various stakeholders across the value of the benefits of sharing what we know about the customer to arrive at a truly win-win-win situation with the ultimate goal of enhancing customer experience. We will also debate IATA role as a neutral industry body to support the process.

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Elisa Henry, Partner, McMillan
Philippe Garnier, VP Distribution and Partnerships, Hilton
Charlie Kimes, Director of Data Products and Insight, American Express
Rock Blanco, SVP Product Innovation, Cornerstone Information Systems

19:00

Networking Dinner
Day 2 Opening and Welcome

09:05 — 09:45
The Benefits and Challenges of Global Information Sharing and Exchange Networks

As the volume of aviation data and information increases, the analytic capabilities to infer correlations and utilize predictive modeling also increase. As such, Airline Operators, States and other Industry stakeholders are collaborating in developing large-scale programs to enable proactive decision making in the interest of improving safety and operational performance. As important as these Regional and Global initiatives are, they are ambitious and introduce significant challenges. Hear from experts who are directly involved in programs such as ASIAS, Data4Safety and IATA SSI discuss not only these challenges but also solutions and ongoing activities, so the envisaged benefits can indeed be realized.

Moderator:
- Olena Vasylenko, Head, Centers of Excellence ITS, IATA

Panelists:
- Al Madar, Managing Director, Operation Safety, American Airlines
- Rodolfo Quevedo, Director, Safety IATA

10:05 — 10:10
Information Sharing and Exchange Networks - A Participants View

The Spanish Aviation Safety and Security Agency (AESA) is an active participant in various voluntary, co-operative partnerships for the sharing and analysis of data, such as SafeClouds, a European Commission funded project, RIMAS a national project, and the aforementioned D4S. Hear first-hand from a representative from Spain share the reasoning behind their agreement to not only participate, but also lead such initiatives, the benefits envisaged, challenges experienced and anticipated as well as any decisions or solutions as a result.

* Pablo Hernández-Coronado Quintero, Director of Safety Analysis & QM, Spanish Aviation Safety and Security Agency (AESA)
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<th>Time</th>
<th>Session</th>
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<td>11:15</td>
<td>The Data Revolution Requires a New Mindset</td>
<td>Frederic Leger, Director, Airport, Passenger, Cargo and Security, Products, IATA</td>
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<td>Customer Flow &amp; Data</td>
<td>Didier Mamma, Global Head of Commercial for Travel Intelligence, Amadeus IT Group</td>
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<td>Jeff Hickey, Software Engineering Manager, Alaska Airlines</td>
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<td>Matt Hahnfeld, Software Engineering Manager, Loyalty &amp; Revenue Management, Alaska Airlines</td>
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<td>11:55</td>
<td>Closing Keynote: Machine Learning - The Future of Aviation Data and Information</td>
<td>USman Shuja, General Manager, Industrial IoT, SparkCognition</td>
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<td>Jean Ivan Martin, Head, Innovation, IATA</td>
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<td>12:25</td>
<td>Track Closing Remarks</td>
<td>Nancy Rockbrune, Head, Safety Management, IATA</td>
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14:00 - 14:05 Opening Remarks
  - Andrei Grintchenko, Head, Business Intelligence Projects, IATA

14:05 - 14:25 How to Innovate Successfully
What are the new ways to innovate? Data is an essential ingredient, but other elements are required for value creation. Meet an innovation expert and get a sense of the different options available with some great examples building on data spin.
  - Raj Singh, Managing Director, JetBlue Tech Ventures

14:25 - 14:40 The IATA Innovation Roadmap
How is IATA approaching innovation and engaging with the startup community?
Four trends to watch. Key projects and vision in Data.
  - Juan Ivan Martin, Head, Innovation, IATA

14:40 - 15:10 Data Geeks in Action: Meet IATA Hackathon Winners
Most advanced data lakes are dead until you give access to a bunch of geeks with cool tools to shake things up. Hear about what happened at the IATA Hackathon and meet the winning teams!
  - Claude Muller, Head, New Distribution Capability, IATA
  - Juan Oliver Cruz, Manager, Business Intelligence Projects, IATA
Winner Team of Data Challenge - Bits & Bytes:
  - Saravanan Kumarasamy and Pradeep Kumar Samiappan
Winner Team of Data Challenge - Ipower.me:
  - Mozghan Tavakolifard, Anthony Kalinde and Sandro Scodeller

15:10 - 15:35 AI in Becoming a Data Driven Organization
How are the most innovative companies battling to make it easier and easier for customers to shop and buy anytime using AI? Listen to Wayblazer CEO talk through examples like Google’s Predictive Suggestions, Amazon’s Alexa, Microsoft’s Cortana and IBM’s Watson, and how each is striving to be the most powerful AI platform.
  - Noreen Henry, CEO, Wayblazer

15:35 - 16:20 Closing Panel: Leveraging Big Data on a Journey to Become a Digital Organization
Volumes and sources of data in aviation proliferate at ever increasing rates, and all industry players must plan (and many are not just planning, but rather actively moving on their plans) for their data-driven digital future. Clearly the Age of Data (or rather Big Data) is here and now. Are we doing enough in leveraging on the opportunities we have with it? And what else should we be doing, if we really want to move toward being digital?
Moderator:
  - Candice Irvin, Managing Director, US Consulting Airline Leader, Deloitte
Panel:
  - António Aguilar, Director Innovation & Technical Support, TAP Air Portugal
  - Jaime Baringo, Head of Digital Business Development, Airbus
  - Noreen Henry, CEO, Wayblazer
  - Luciano Macagno, Managing Director, Latin America & Caribbean, Delta Airlines
  - Joe Napoli, Chief of Staff, MIA Airport
  - Raj Singh, Managing Director, Jetblue Tech Ventures

16:20 - 16:30 Key Takeaways and ADS 2018
  - Aleks Popovich, SVP Financial Distribution Services, IATA

16:30 - 17:15 Networking Coffee Break
Aviation Data Symposium
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