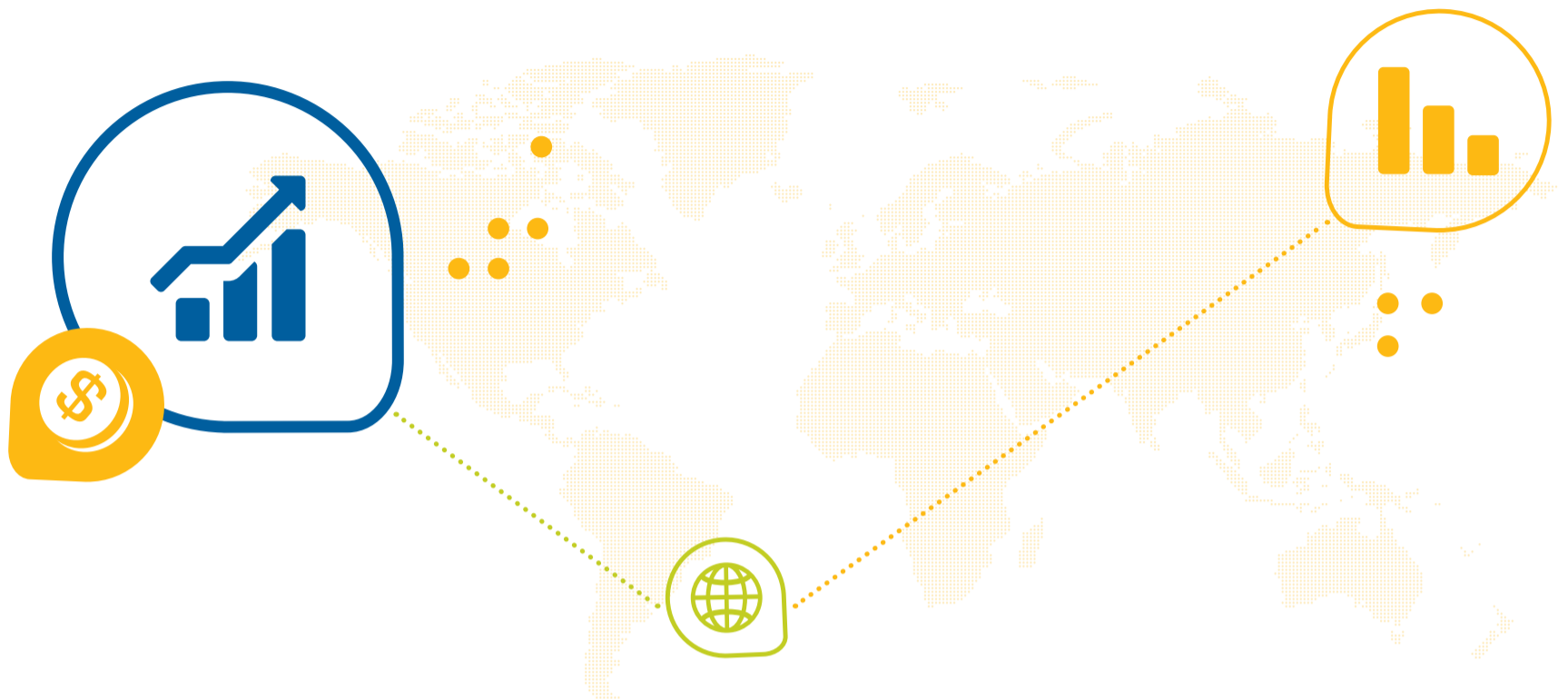# DIRECT
DATA SOLUTIONS

THE EVOLUTION
OF BUSINESS
INTELLIGENCE
FOR THE AIRLINE INDUSTRY

IATA | arc

WINNING DEPENDS ON TAKING PART

Airlines are constantly looking at ways to improve yields and increase efficiencies. To strategize and plan, you need good business intelligence – the more accurate the picture, the better your decisions will be.

⠆ A better view of the course ahead

Forewarned is forearmed, and knowing the profiles of the other players and how the market landscape looks enables you to plan your best course of action. Direct Data Solutions gives airlines an unprecedented view of airline activity across all geographic regions and in some cases, all distribution channels, allowing carriers to uncover insights and make smarter decisions in such functional areas as distribution, network planning, sales management, and revenue management.

DIRECT DATA SOLUTIONS IS THE SINGLE LARGEST REPOSITORY OF AIRLINE SALES DATA AVAILABLE.

This innovative initiative, developed by IATA and ARC, aggregates into a single searchable database with most of the indirect sales captured through both organizations' financial settlement systems of sales from travel agencies across the five continents and, for the first time ever, direct ticket sales from some of the airlines that participate in Direct Data Solutions. Direct Data Solutions is the single largest repository of airline sales data available, providing you with all the information you need to drive improved strategic decision-making for bottom-line results.

⠆ Clear rules for fair play

Direct Data Solutions maintains the principle of access based on participation. To have access to data from other carriers, an airline must also contribute and allow disclosure of its data to other Direct Data Solutions participants.

ARC and IATA have developed strict data release policies taking due consideration of competition law requirements. Taking part means signing a participation agreement and completing the technical implementation process so that your "contributed" ticketing data can be received and included in Direct Data Solutions. To make contributing your data easy, we have worked with the industry's top systems providers – Revenue Accounting Systems from Mercator, LH Systems, ACCA, and Accelya Kale as well as SITA's Electronic Ticketing system – to connect you to Direct Data Solutions quickly.

In addition to giving you access to the database, your participation enables the evolution of business intelligence for the entire industry. We couldn't do it without you.

⠆ More than one way to pull ahead

Profitability is, of course, a function of both revenue and costs. Not only does Direct Data Solutions provide you with the insight you need to maximize the one, it also provides you with an opportunity to rationalize the other.

The interactive web-based analytics tool developed and hosted by key technology partner Diio, allows you to free up IT resources to focus on strategic, value-added projects. Providing access to the most up-to-date Direct Data Solutions data, it enables you

to conduct the analyses and generate the reports you need without additional IT investment, making it the most cost-effective data solution available in the market.

For carriers with proprietary reporting systems the **Direct Data Solutions data feed** - delivered daily or monthly via IATA iinet or SFTP (depending on your location) – provides raw data in a standardized output format for easy integration and, therefore, rapid access to the decision information you require.
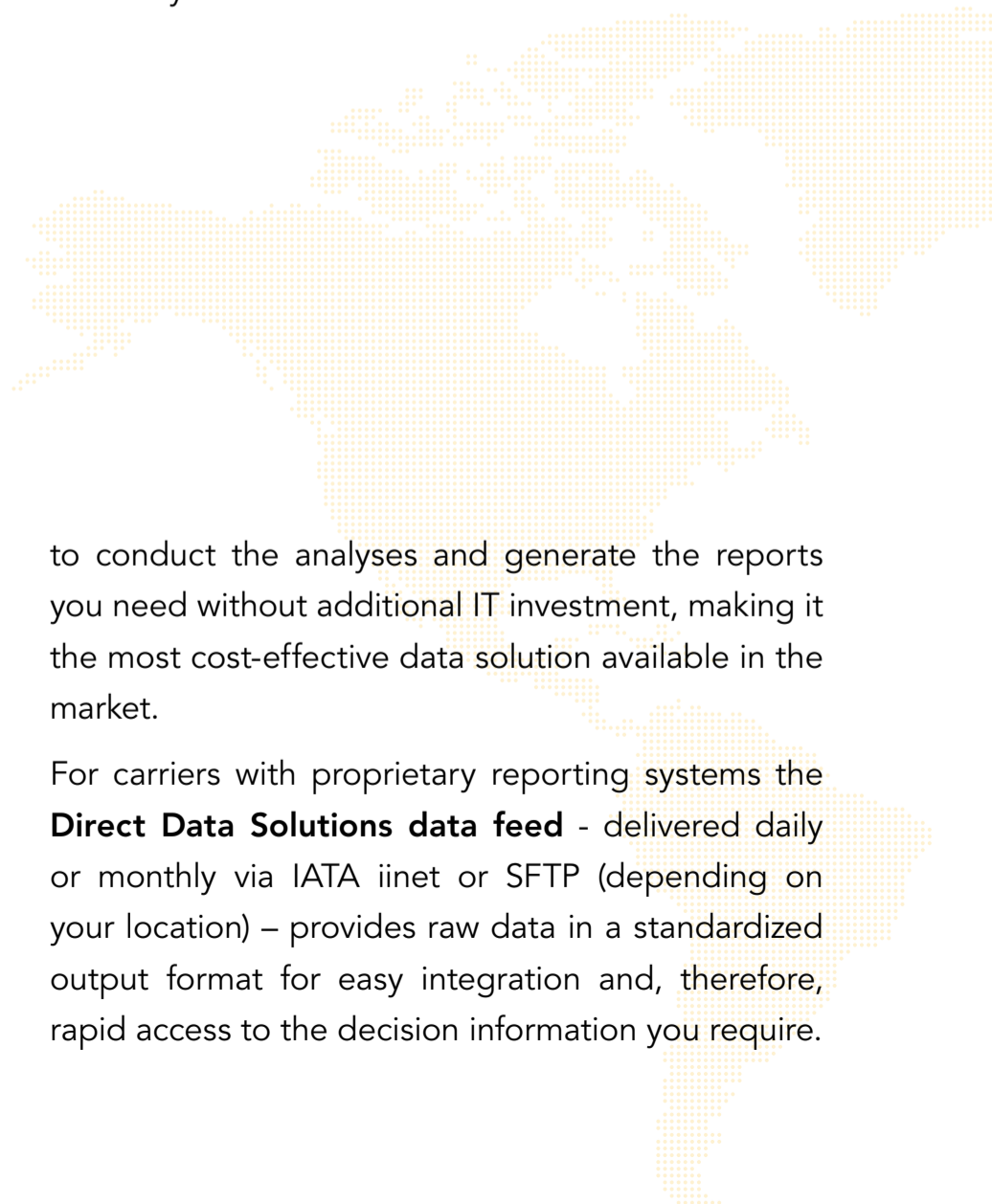
What if you could ensure the most complete vision possible? The best reflection of industry sales activity available that covered every corner of the globe, and included some airline direct sales data?

What if, by giving a little, you could get a lot in return? By sharing the data that only you have access to, you could find out what some of your fellow airlines are doing in the same space?

What if that data was instantly interpretable? No integration, harmonization or other pre-processing required?

Imagine the better decisions you would make if you had access to some of the direct sales data as well as indirect sales, bringing your knowledge base closer to the true total market. Perhaps you would have made a different decision about a new route if you had that additional data? What would be the impact on your network planning if you had better insight on the travel behavior of passengers on a particular route, including currently unseen passengers?

THE COMPETITION IS FIERCE.
THE STAKES ARE HIGH. **BUT TO WIN, YOU HAVE TO TAKE PART.**
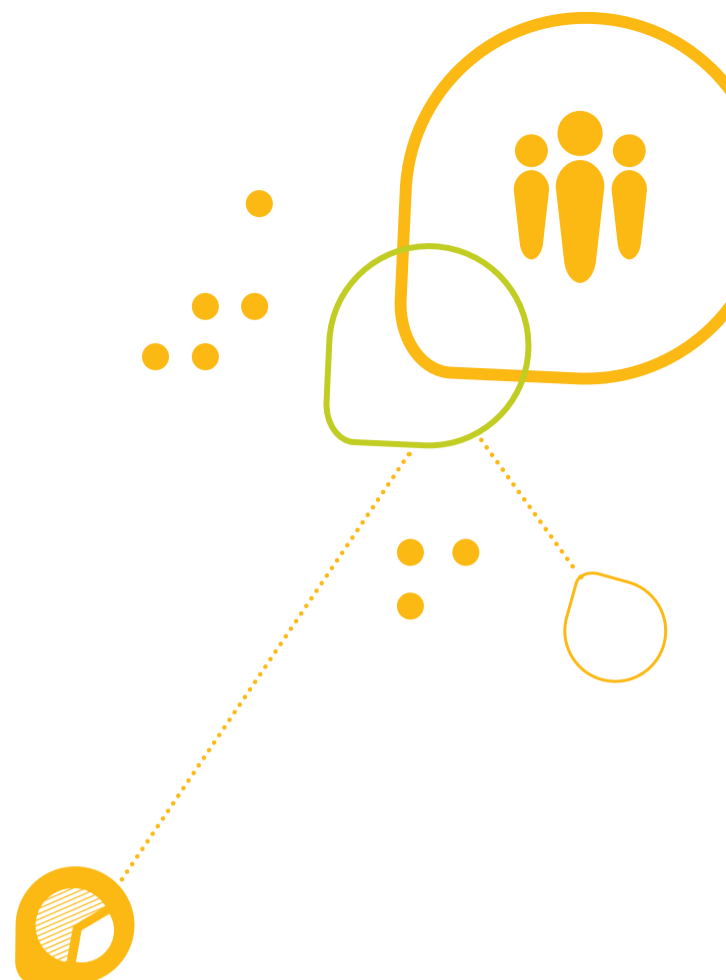
Visit the Direct Data Solutions website to learn more about our program benefits, product features and how it works:
www.directdatasolutions.com

Start taking part

Contact us at **DirectData@iata.org** or your local IATA office for more information.
If you are in the United States, Puerto Rico or the U.S. Virgin Islands, contact ARC's Customer Care Center at **+1 855-816-8007 (toll-free).**

For general product information on Direct Data Solutions or to request a product demo

Email us at **DirectDataSales@iata.org**
In the United States, Puerto Rico or the U.S. Virgin Islands, phone **+1 703-816-8530,** or email us at **sales@arccorp.com**

About IATA www.iata.org

The International Air Transport Association (IATA) is the global trade association for the air transport industry. IATA's mission is to represent, lead and serve the airline industry. Its membership is comprised of some 240 airlines, representing 84 percent of global air traffic. IATA has 63 offices in 60 countries. In 2011, the IATA Settlement Systems processed sales amounting to US$282 billion to airlines through its international BSP and CASS operations.

About ARC www.arccorp.com

As the financial backbone of the U.S. travel industry, ARC enables commerce among travel agencies, airlines, and travel suppliers, and offers them secure and accurate financial settlement services. About 16,000 travel agencies and 190 airlines make up the ARC network. In 2012, ARC settled more than $84 billion worth of transactions between travel sellers and airlines. ARC also supplies transactional data to organizations, facilitating better business decisions through fact-based market analyses.