Recapping ADS Tracks & Innovation Jams Session Opening

Charles de Gheldere, Director, Travel Intelligence, IATA
5 Specialized Tracks

- Passenger
- Safety & Flight Operations
- Air Freight
- Payment & FinTech
- Data Science & Technology
Becoming a Data-Driven Organization. Enabling Digital Transformation

Ido Biger, Chief Data Officer, EL AL Israel Airlines
Data Driven Organization

Ido Biger
Chief Data Officer
idobi@elal.co.il
https://www.linkedin.com/in/idobiger/
The Speaker

Ido Biger
Chief Data Officer at EL AL, Israel Airlines / 30K Connections

Ido Biger is the Chief Data Officer of EL AL, Israel’s national airline. In charge of managing EL AL’s leading Data-Driven Organization, The Data Analytics, Advanced Analytics and Data Science teams in the company are all under his responsibility. Reports to the company’s Chief Digital & Information CIO, Senior Vice President of IT. As the company’s Chief Data Officer, he is responsible for the overall strategy of data and analytics, and for driving the company’s digital transformation through data-driven decision-making.

Before joining EL AL, Ido was the Chief Data Officer at Yes Television, where he was Managing 150 Data engineers (P <$100k).

Before joining Yes TV, Ido was the Director of the Data Science team at the company. He was also\nHead of the Data Science team and the Chief Data Officer of the Customer Experience department at Yes TV, where he managed the company’s Big Data, Advanced Analytics and Data Science teams. He was also the Chief Data Officer of the company’s Data Science team and the Chief Data Officer of the Customer Experience department at Yes TV, where he managed the company’s Big Data, Advanced Analytics and Data Science teams.

Ido holds a B.S. in Mechanical Engineering from the Technion Institute of Technology and an M.B.A. in Information Systems from the Tel Aviv University’s IBS Program. He has also served as an Adjunct Professor at the Technion Institute of Technology. He has also served as a Senior Consultant at the Big Data Analytics and Research Institute of the Technion Institute of Technology and as a Senior Consultant at the Tel Aviv University’s IBS Program. He has also served as a Senior Consultant at the Big Data Analytics and Research Institute of the Technion Institute of Technology and as a Senior Consultant at the Tel Aviv University’s IBS Program.

In addition to his work in the airline industry, Ido has also worked in the financial industry, where he held various roles, including as an Analyst at the Bank of America Merrill Lynch and as a Senior Consultant at the Deloitte Consulting firm. He has also served as a Senior Consultant at the Deloitte Consulting firm.

Ido is a sought-after speaker and presenter, having presented at numerous conferences and events, including the Data Science and Big Data conferences. He has also served as a Senior Consultant at the Deloitte Consulting firm.

In his free time, Ido enjoys playing tennis, running, and traveling to new places. He is also an avid reader, and enjoys exploring new books and authors. He is married with two children and lives in Tel Aviv, Israel.
EL AL Israel Airlines

$2.1B
ANNUAL INCOME

About 6,000
Employees

*43
Owned and leased aircraft

39
Direct Lines
Without Sun Dor

Israel's National Airline

Main Shareholders
Knafaim Group (approx. 35.3%)

Knafaim 35.30%
ION fund 7.01%
The public 40.08%
Ginsburg Group 7.97%
Phoenix Group 9.64%

* As of the publication date of the report
Agenda

• **Data as an Asset**
  - Chief Data Officer’s Dashboard
  - Data Maturity Level
  - Technologies

• **BI & Data Factory**
  - Data & Analytics Organization Chart
  - Data Units
  - Data Literacy

• **Turning Data into Money**
  - Data Projects
  - Data Science & CDS Methodology
  - Data Projects Life Cycle
Chief Data Officer’s Dashboard

- **Innovation** (EOY)
  - #
  - ##

- **Reduce Risk** (EOY)
  - #
  - ##

- **Reduce Cost** (Monthly)
  - $
  - $$

- **Increase Revenue** (Monthly)
  - $
  - $$

- **Literacy Program** (EOY)
  - ##

- **BI Units** (EOY)
  - #

- **Self Service BI** (Monthly)
  - #
  - ##

Data as an Asset
Data Technologies

- The Right Data
- The Right Time
- The Right Place (way)
Business Partners

Data Partners

BI & Data Factory
## Data Literacy

### EL Al BI Analysts

<table>
<thead>
<tr>
<th>职位</th>
<th>名称</th>
<th>BH Active Y/N</th>
<th>BH User Level</th>
<th>Tableau Active Y/N</th>
<th>Tableau User Level</th>
<th>Excel Active Y/N</th>
<th>Excel User Level</th>
<th>SQL Active Y/N</th>
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<tr>
<td>Basic Analyst</td>
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<tr>
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<tr>
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<td>Graduated BI Analyst Training</td>
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<tr>
<td>Data Scientist</td>
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</tr>
</tbody>
</table>
Data Literacy

Measuring the Usage of the Data Products
Data Projects

• Increase Revenue
• Reduce Cost
• Reduce Risk
• Innovation

Turning Data into Money
Data Project Management

Turning Data into Money
Data Project Management

Turning Data into Money
Data Science

Domain Expertise

Data Engineering

Statistics / Mathematics

Turning Data into Money
Citizen Data Science Methodology

Turning Data into Money
Data Projects Life Cycle

1. **Data Collection**
   - Sponsor/Business Leader/BI

2. **Financial Impact**
   - CFO

3. **Go / No Go**
   - CIDO

4. **Advanced Analytics**

5. **Business Process**

6. **Measure**

Turning Data into Money
Data Projects Life Cycle

Turning Data into Money
Takeaways

• **Data as an Asset**
  - Define your Chief Data Officer’s Dashboard
  - Set the Data Maturity Level of your organization

• **BI & Data Factory**
  - Data Partners
  - Data Literacy

• **Turning Data into Money**
  - Choose Cleverly your Data Science Projects
  - Consider CDS Methodology
  - Track the Data Projects Life Cycle
Thank you
Aviation Datathon 2019
Highlights & Winning Ideas

Moderator: Houman Goudarzi, Head of BI & Industry Engagement, IATA
Juan Oliver, Manager BI Projects, IATA
Nevin Murad, Associate Analysis Officer, ICAO
Olena Vasylchenko, Director Business Systems and Performance, IATA
Sekhar Mllipedd, Worldwide Technical Leader Travel, AWS
IATA AVIATION DATATHON

ATHENS, GREECE 24 JUNE 2019

Athenaeum Intercontinental
AVIATION DATATHON

CHALLENGES

1. Social media Sentiment Analytics in Travel

More and more passengers express their feelings and opinions using on social media networks. Mining this data could provide a measure for passenger experience and satisfaction.

With the provided data set, develop a social media sentiment analytics solution to mine social media engagement data of passengers, to track and rate passenger sentiment while traveling.

2. Global Aviation incident report classification

STEADES is IATA's aviation safety incident data management and analysis program and one of the data sources of the Global Aviation Data Management (GADM).

With the provided data set, propose an accurate incident classification system based on the data included in every incident report.

3. Disruptions Prediction, Correlations & Management

Disruptions such as delays and cancellations have a significant negative impact on airlines but also on the passenger experience.

With the provided data set, develop an analytics solutions, taking into account various external data sources for potential correlations, intended for airlines to prevent and mitigate disruptions.
### AVIATION DATATHON AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>08:00 – 08:30</td>
<td>Registrations opens</td>
<td>Athenaeum Intercontinental</td>
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<tr>
<td></td>
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<td>Athens, Greece</td>
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<tr>
<td>08:30 – 09:00</td>
<td>Datathon Opening</td>
<td>Athena Intercontinental</td>
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<tr>
<td></td>
<td>• Introduction</td>
<td>Athens, Greece</td>
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<tr>
<td></td>
<td>• Recapping the challenges</td>
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<td></td>
<td>• Sponsors presentation</td>
<td>Athens, Greece</td>
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<td>09:00 – 12:30</td>
<td>Datathon kicks off</td>
<td>Athenaeum Intercontinental</td>
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<td>12:30 – 13:15</td>
<td>Lunch break</td>
<td>Athenaeum Intercontinental</td>
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<tr>
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<td></td>
<td>Athens, Greece</td>
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<tr>
<td>13:15 – 14:45</td>
<td>Datathon continues</td>
<td>Athenaeum Intercontinental</td>
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<td></td>
<td></td>
<td>Athens, Greece</td>
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<tr>
<td>14:45 – 16:30</td>
<td>Teams present solutions</td>
<td>Athenaeum Intercontinental</td>
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<tr>
<td></td>
<td>• Each team present for 5 minutes</td>
<td>Athens, Greece</td>
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<tr>
<td></td>
<td>• 2 minutes questions and answers</td>
<td>Athens, Greece</td>
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<td>16:30 – 17:00</td>
<td>Jury deliberations</td>
<td>Athenaeum Intercontinental</td>
</tr>
<tr>
<td>17:00 – 18:00</td>
<td>Winners announced &amp; photo and video shoot</td>
<td>Athenaeum Intercontinental</td>
</tr>
</tbody>
</table>

**Pre-Datathon**

Information webinar will be held before the Datathon.
- Dates will be announced soon

**Online meeting**

Webinar
AVIATION DATATHON WINNERS

1. Social media Sentiment Analytics in Travel
   Team Infare
   Vadim Skritskii

2. Global Aviation incident report classification
   Team Air Canada
   Reuben Pereira

3. Disruptions Prediction, Correlations & Management
   John Keells IT
   Sohan Dharmaraja
AVIATION DATATHON  JURY Panel

Nevin Murad  
Associate Analysis Officer, ICAO

Sekhar Mallipeddi  
Worldwide Technical Leader Travel, AWS

Olena Vasylchenko  
Director Business Systems and Performance, IATA

Juan Oliver  
Manager of Business Intelligence Projects, IATA
Moving away from a product-centric flight-driven model to an audience-driven value proposition, establishing a holistic multichannel & data-driven marketing approach

Marco Corradino, CEO, Lastminute.com
Ready to head to the next frontier
lm holding consists of two distinct businesses lm group and lm venture

lm group

OTA
- lastminute.com
- bravofly
- rumbo
- weg.de
- volagratis

META
- JETCOST

MEDIA
- fvw
- hotelscan

1,101 FTE

A millennial outlook
Our average age is 34

- Millennials (18-36): 63%
- Gen X (37-55): 36%
- Baby Boom (56+): 1%

Cities with a pink palace (CH/ES/UK/DE/IT/IN): 10

We’re spread far and wide
Working from 15 Countries: 15

Gender Balance
- Female: 46%
- Male: 54%
An entrepreneurial journey of organic and M&A growth …

- **2004**: Virtually no revenues.
- **2007**: €14m (lastminute.com) + Iberian integration.
- **2013**: €145m (Jet2) + Revenues: €145m.
- **2014**: IPO.
- **2015**: +19% CAGR.
- **2016**: €287m.
- **2017**: +19% CAGR.
- **2018**: €287m.
- **2019**: Revenues: €287m.

Note: 1. Financials for the entire group.
To be the **relevant** and **inspiring** travel company **enriching** the lives of travellers

**VALUES**

**live bold**
#BraveNotReckless

**Be Yourself**
#BestVersionOfYou

**Own It**
#AlwaysDelivers

**COMPETENCIES**

Strive for Success

Problem Solving

Empathy

Collaboration

Influence Others

Motivate & Inspire People

**STRATEGIC GOALS**

Evolve OTA & META

Diversity MEDIA

Lovemark Brand

Be Excellent
We have built a comprehensive and distinctive business model where “booking” is only one part of a more engaging journey.

**From transactional “product centric” focus**

- Prod 1
- Prod 2
- Prod 3
- Prod 4

**To holistic “audience centric” focus**

- booking
- OTA
- MEDIA
- META
- searching

- booking
- browsing
OTA

Fully licensed and bonded to sell a wide variety of relevant travel solutions in every step of the customer journey

- **Vacation packages**
  - Tour Operator

- **Accommodation**
  - Hotels and Vacation Rentals

- **Transportation**
  - Flights, Rails, and Cars

- **Experiences and services**
  - Adventure, city breaks, Insurance...

- **Dynamic Packages**
  - Flights + Hotel
  - Train + Hotel

---

**RESERVATION WE MADE**

4,519,375

**TRAVELLERS WE HAVE MOVED**

8,500,000

**23,300 Passengers** per day

Every 38 minutes we fill and take off a 615 seats Airbus A380

---

Notes: 1. As per 2018A.
We have a unique, early mover, market leading Dynamic Packaging platform.

Evolution to multi activities and destination packaging

- **2010**: Static Tour Operator packages
  - Offline distribution by travel agencies/tour operators
  - Online distribution by OTAs/Tour operators

- **2011**: Pre-packages (12-24h)
  - Real-time packaging of components shortly before sale ~12–24h by (virtual) tour operators

- **2015**: Dynamic Packages (real time)
  - Real-time packaging upon customer request/search query
  - Packaging customized to reflect individual traveler demand

- **2019 / 20**: Multi activities & destinations packages
  - Customers with full control over package components, highest possible customization and integration of broad range of add-on services

Our leadership in Dynamic Packaging is recognised by key travel players:

- **2019 / 20**: Ongoing development projects
  - Customers with full control over package components, highest possible customization and integration of broad range of add-on services

Note: Im group launched dynamic packaging in 2011.
Dynamic Packaging is key in solving the price parity dilemma

The internet has dramatically increased Price Transparency across channels and geographies.

In this context, suppliers had to force Price Parity to defend their premium direct sales.

Consequently, revenues managers cannot use Price Discrimination to maximize yield and are facing a tough dilemma.

Sell cheap in advance?

Risk low occupancy?

DP is the answer

Dynamic Packaging (a really opaque channel) gives suppliers the possibility to maximize yield, managing inventory and discounting prices in real time, without jeopardising premium direct sales.
A pure marketing technology company with global reach, growing steadily in a highly profitable way

Unlimited inventory

- 501 Airlines
- 149 OTAs and Car rental providers

Global reach

- 38 Countries

Unrivalled technology capabilities

- Dynamic yield management
- Ability to source and provide relevant content
- Highly adaptive monetisation strategy

Unmatched performance

- Total Revenue (€m)
  - EBITDA (€m)
  - Margin (%)
  - Revenue CAGR

- Yearly Visitors: 220m
- Countries: 38

- 2014: Total Revenue: 17, EBITDA: 47, Margin: 11%
- 2015: Total Revenue: 28, EBITDA: 54, Margin: 22%
- 2016: Total Revenue: 53, EBITDA: 22, Margin: 11%
- 2017: Total Revenue: 53, EBITDA: 22, Margin: 11%
- 2018: Total Revenue: 11, EBITDA: 54, Margin: 22%
>90% of travellers begin their search without a travel brand in mind, increasing the relevance of specialist metasearch in influencing traveller behaviour.

Note: Phocuswright US Travellers August 2017 report.
A next generation media company organised in 4 business units capable to fuel Im group growth through innovative revenues streams

- travelpeople
  - Travel marketing
    - Gives Brands access to 35M European monthly travellers on our OTA sites through media placements.
    - Accelerating tourism

- fwdtrading
  - Media Trading
    - Expands reach into all programatically traded media placements on the web, social and video.
    - Audience, activated

- Madfish
  - Content
    - Creative and video content agency that develops award winning concepts and campaigns applied to social channels
    - Insane video strategy

- playbook
  - Consultancy
    - Digital change consultancy. Helps clients advance their digital marketing capabilities - like we have done for lastminute.com
    - Bring it in.

900+ portfolio clients. 30%+ non travel.

Im group
We leverage our digital DNA to create value along the entire user journey in a highly profitable way.

From standardized offering driven by inventory availability

To bespoke solutions generated by data intelligence

Planning
Search → Buy → Travel
Support

CONSIDERATION AND INSPIRATION MEDIA
COMPARING META
BOOKING OTA
BACK HOME MEDIA
ON HOLIDAY OTA
AT THE AIRPORT OTA

Continuous and relevant support

Audience scoring
Continuous interaction based on data
Multi-device seamless experience

DAY 1
DAY 90
OUR CORE BUSINESS IS MANAGING AND EXPLOITING USER DATA AROUND THE FUNNEL JOURNEY
A data fuelled technology platform capable to efficiently manage our audience to maximize engagement and profitability

**Platforms**

<table>
<thead>
<tr>
<th>Technology Platform</th>
</tr>
</thead>
</table>

**Data layers**

- **Operational/Business Reporting**
  - A/B testing
  - SEM dashboard
  - Dashboards

- **Process Enabling**
  - Pricing automation
  - Revenues ingestion
  - Metasearch instant pricing adjustments

- **Machine Learning / Operations Research**
  - SEM Bidding engine
  - Recommendation system
  - Kickback Optimization
  - Pricing optimization

**Economics allocation, attribution, consolidation and estimation processes**

**Accounting processes based on sales and actual data**

**Accounting Deliverables**
- Finance

**EPM Deliverables**
- Cross-functional

**Data ecosystem - billions data points**

**Automated Data Driven Decision Making** (through algorithms and mathematical models)

**Organisation**

<table>
<thead>
<tr>
<th>Business Performance Management</th>
</tr>
</thead>
</table>

**External platforms**

- Google Analytics
- Metasearch
- Doubleclick
- CRM
A clear, differentiated, cross channel and holistic marketing strategy to continuously fuel the growth of our brands

Get Busy Living
Our mission is to inspire and empower people to live better

volagratis.com
Stravoglia di partire? Volagratis!

lastminute.com
whatever makes you pink

weg.de
weg sein muss sein

rumbo.es
Saca el rumbero que hay en ti
thanks
Dragons’ Den Live Contest: Aviation start-up entrepreneurs competing on stage with solutions leveraging Data Science and AI

Moderator: Houman Goudarzi, Head of BI & Industry Engagement, IATA
Jordan Bray, Head of Corporate Partnerships, Plug and Play
Dominique Perron, Partner, PwC
Stephane Cheikh, AI Program Director, SITA
Dragons’ Den Live Contest
4 Start-up Finalists

✈ Each Start-up pitches for 5 minutes
✈ Dragons give feedback
✈ You vote on Slido
✈ Winner ceremony
What is at Stake

✈️ Aviation Data Start-up of the Year Award
✈️ Fame and Glory, and Trophy
✈️ Sponsored entry to the Plug and Play 90-day Travel & Hospitality Accelerator Program
Our Dragons

✈️ Dominique Perron
Partner, PwC

✈️ Jordan Bray
Head of Corporate Partnerships, Plug and Play

✈️ Stephane Cheikh
AI Program Director, SITA
Aviation Data
Start-up of the Year
Delays and congestions are rising.

2017: €9.3bn
2018: €19.1bn

€14.2bn of costs for delayed flights
Performance Cockpit – The Solution

Detour Monitoring

Ground Congestions

Basis for the in-house Aeroficial Intelligence to predict upcoming flight events, delays and congestions
USP

Real-time
Predictive
Competition monitoring
Become part of the final solution

Today
- Airline cooperation established
- First test users

Sep 2019
- Venture capital round

Q2 2020
- Final product roll-out

...invest in us!
...become a pilot!

Cooperate!
Delight travelers at scale by moving from average to individual decisions
Four Deep Learning Agents Working in Harmony To Individualize Experience
Results from Production Operations

17% Higher Conversions

25% Higher Revenue
Adaptive Model Selection Framework: An Application to Airline Pricing

ICML | 2019
36TH INTERNATIONAL CONFERENCE ON MACHINE LEARNING

Dynamic Pricing for Airline Ancillaries with Customer Context

KDD | 2019
5TH CONFERENCE ON KNOWLEDGE DISCOVERY AND DATA MINING

From Average to Individual: Airline Ancillary Pricing Use Case

AGIFORS RM SG | 2019
AIRLINE GROUP OF THE INTERNATIONAL FEDERATION OF OPERATIONS RESEARCH SOCIETIES

Won The Best Presentation Award at AGIFORS 2019
Deep Learning is here. Own what happens next.

kolbeinn@deepair.io
www.deepair.io
IATA AVIATION DATA SYMPOSIUM

ATHENS, GREECE  25 – 27 JUNE 2019
Demand Forecasting
For Travel
Hey!

Abheer Kolhatkar
CEO @ Migacore Technologies
abheer@migacore.com
Travel from Singapore, 2017

# Searches

January | February | March

Private & Confidential
Travel from Singapore, 2017

Saturday, Jan 28
Travel from Singapore, 2016

# Searches

Monday, Feb 8

Private & Confidential
Travel from Melbourne

Easter - April 16, 2017

Easter - April 1, 2018
Departures from Melbourne

- **Easter** - April 16, 2017
- **Holidays** - April 1 - April 17, 2017
- **Holidays** - March 30 - April 15, 2018
- **Easter** - April 1, 2018

Private & Confidential
How will events impact future travel demand?

Problem
Problem 2
Today’s **Airline Network**
Your Airline

The Rest
You’re all using the same data.
Where’s the opportunity?

New Route?
Cancel a Route?
Add or Remove Capacity?
Change Schedules?
How do we understand your customers changing travel intent?

Problem
Both these problems have a common glue.
Context!
Contextual Data
Contextual Demand Forecasting For Travel
Context is...

What we do best!

Private & Confidential
Revenue Management

+ 10% Prediction

= 1% Revenue

Network Planning

+ Better Network Planning

= More Profit
Revenue Management

OTA Data
Airline Data
GDS Data

News
Forums
Social
Interactions
Unstructured Web

Migacore Forecasting & Detection
Revenue Management

- 10,000+ Events detected per Destination.
- Filtered and classified to a small actionable set of revenue opportunities.
- Significantly improved forecasting at the right granularity.
- Real-time.
Automated & real-time event detection
Action guidance based on intelligent learning and prediction
O&D based
Filtered and tuned for your route network.
Join our Beta Program!
Network Planning

Estimating Travel Intent Between Two Cities
Network Planning

Context for City A

Context of each city in relation to the other.

Context for City B
Network Planning

News
Social Interactions
Forums
Unstructured Web
OTA Data
Airline Data
GDS Data

→ New Route: Travel Intent Predictions

→ Existing Route: Passenger Travel Predictions

*Migacore LR* Forecaster

* LR = Long Range

Private & Confidential
Network Planning

Migacore Bi-Directional Travel Interest Score: 782

Context of each city in relation to the other.

City A
Context for City A

City B
Context for City B
Real-time processing of news, social and city to city interest.

Incorporating airline network flows supporting Hub & Spoke and Point to Point movement.

Travel Intent trends between O’s & D’s including low yield alerting.
Register Your Interest!
Our Customers

our office
Thanks!

Any questions?

You can find me at:
- abheer@migacore.com
TripStack

The all in one solution for travel mobility
BI Driven Content: Dawn of Travel Mobility
Reality Check

100K direct commercial flights flown from 4,000 airports DAILY

Legacy Airlines distribute / generate data Mainly still on GDS

TRILLIONS of possible flight itineraries DAILY + Market Fragmentation

Geo Based Pricing - CUG - Better Itineraries not available for purchase.

300+ LCCs worldwide

High distribution cost + rise of the internet = distribute DIRECTLY to consumer
Our Mission

We started with the dream of making travellers and companies life easier, with a single system for flight content delivery.

But…While looking for it…

In the search of providing all 100,000 direct flights and the billions of missing itineraries and rates in one search offering; we discovered that we were resting on an invaluable cache of data for flight content around the world.
This allows for

1. Developer first API
2. State of the art API, ready for NDA and inclusion of other travel / transportation products
3. Smart caché + best in industry response times for avail, book and booking management
4. Invaluable legacy and Legacy Data Points (on price, routes, fare comparison and travellers) readily available for consumption on different platforms / impact pricing - yield decisions
5. Moving from Virtual Interline to Travel Mobility (seamless travel experience)
Our Products

“Working together with one API”

**EFOE - “Every Flight on Earth”**

*It’s exactly as it sounds.* TripStack plans to integrate every airline in the world with their best content and make it available to our customers through a simple and cost effective API.

**Tripbuilder**

Intelligent analysis of billions of route combinations and price points to produce unique flight itineraries at the lowest prices.
Every Flight on Earth (EFOE)
Feature packed Flight API

- Access to 140 LCCs TODAY
- Ancillaries available (for legacy and LCC)
- 30 new LCCs added every month.
- Self learning algorithms
- Highly scalable flight cache - super fast
- Discounted airfares
- Geo based pricing & booking
Virtual Interlining connects flights from carriers that do not have commercial interline agreements into a single itinerary.

Passengers have been creating these itineraries by HAND so far.

i.e Traditional Carrier + LCC Carrier
### AI + BI working for you

<table>
<thead>
<tr>
<th>Concept</th>
<th>Possible Routes</th>
</tr>
</thead>
<tbody>
<tr>
<td>You can fly from Los Angeles to any of the 400 airports in the US and then to Paris (1-stop)</td>
<td>400</td>
</tr>
<tr>
<td>You can fly from Los Angeles to any of the 600 airports in the Europe and then to Paris (1-stop)</td>
<td>600</td>
</tr>
<tr>
<td>You can fly from Los Angeles to any of the 400 airports in the US and then onto any of the 600 airports in Europe and then to Paris (2-stop)</td>
<td>241,000</td>
</tr>
</tbody>
</table>

**TripBuilder (VI = BI + AI) uses big data and proprietary algorithms to reduce 241,000 routes to the BEST 5!**
On top of our offerings, we enable our clients to use our data cache and integration (data collection) technology focused on rate and ranking, processed by AI and ready to consume by any kind of platform (RMS, internal dashboards, api-api).

The output then is AI pricing optimized for competitiveness - conversion.
Integration - what it looks like

<p>| | | | | | |</p>
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<td>5</td>
<td>6</td>
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<tr>
<td>NDA</td>
<td>API Documentation &amp; Endpoints available for integration (1 day)</td>
<td>Contract</td>
<td>API Integration (3-4 weeks) - we provide developer onsite</td>
<td>Integration Testing (1 week)</td>
<td>GO LIVE</td>
</tr>
</tbody>
</table>

Integration Time = 4-6 weeks!
Travel Mobility = The Future

Traditional Transportation + Non Traditional Transportation / leveraged by AI and historical caché on rates and connection times = Seamless transportation experience for the customer and Breadth and Depth of offering for travel companies
About TRIPSTACK

- https://ytcropper.com/cropped/Ak5d07934247142
- Born and raised in Toronto
- Co-founders Naman Budhdeo and John Boguslawski
- Offices in Canada, USA, Spain and India
- Serving the biggest names in Travel (OTA’s, agencies, and more)
- Currently #tripstackingtheworld
Thank you
alex.gomez@tripstack.com
https://www.linkedin.com/in/aglosada
+34652024269
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_key building block for Digital Transformation

Supports wider strategic priorities

Data Science

Data Standards

Data Governance
ADS 2019: Highlights?
ADS 2020: Where Next?