

# Content Fragmentation

*The path forward*

# Content Fragmentation

- **Content fragmentation affects each of the participants in travel distribution**
  - Causes inefficiencies and increases costs
  - Reduces the benefits of centrally managed corporate travel procurement
- Minimizing the negatives around fragmentation requires a *balanced* and *collaborative* approach across all participants

# Balanced Approach

- **A balanced approach that delivers value to all participants**
  - No silver bullet or one-off approaches
- **3 key ingredients for success**
  - Value based commercial agreements
  - Technology as an enabler
  - Process efficiency across the distribution channel

# Commercial agreements

- **Full content agreements with value based pricing**
  - Secure ALL content
  - Pricing based on value delivered
    - In-home markets vs. International markets
    - Traditional products vs. a la carte products
    - Distribution vs. Merchandising

# Enabling Technology - GDS

- **Flexible open systems technology that aggregates content from multiple-sources**
  - Open Systems migration – provides flexibility
  - Supplier Side Gateway – facilitates easier aggregation
  - XML/Web Services – delivers integrated content
  - POS agnostic content services – rapid time to market
  - Seamless display of content – improves user experience
- Commitment to a long term philosophy where technology is a key *enabler*

# Enabling Technology – Booking Tools

- **Addressing content fragmentation in online booking tools**
  - Dynamic messaging
  - Enhanced air displays/ Branded fare display
  - Hotel information (icons and content)
  - Rail direct connects

# Efficient Processes

- **Inefficiency drives costs – How much?**
  - A large TMC attributed a 300% increase in their call handle times due to fragmentation of content
  - A large corporation's travel program estimated > than \$100 impact to book/track/service/reconcile bookings that are outside the efficient processes
- **Preserving the efficiency of the marketplace**
  - Use of best practices and intelligent systems to manage the delivery, tracking and servicing of content regardless of content source
  - Seamless agent/traveler experience
    - Reduce the hassle factor!

# Summary

- **A balanced approach requires active participation from everyone**
  - Communicate your needs and challenges
  - Know your costs and goals
  - Influence the outcome – short and long term
- Work in a collaborative fashion with airlines, agencies, and corporations to deliver complete solutions that meet the needs of all parties in the marketplace