Teradata® Travel and Hospitality Data Model

Plan Your Route to Success

The travel and hospitality industries are going places. And like travelers everywhere, you need a map to pinpoint the best route to your destination. Specifically, the diverse businesses that compose the travel and hospitality industries—everything from airlines, travel agencies, and air freight carriers to hotels and casinos—need a 360-degree view of operations. Why? So you can integrate insight into customers and give your decision makers more relevant information.

Can You Answer These Questions?

• Do your marketing managers know which demo-graphics, channels, and behavior characteristics differentiate profitable from unprofitable customers?

• Is customer loyalty and service differentiation based on a comprehensive analysis of purchase activity, channel preference, travel patterns, and scope of influence; or on a static, one-dimensional mileage or points-based model determined by distance flown or revenue generated?

• Do your product managers understand how customers behave and respond to various promotional offers or operational impacts to maximize marketing dollars and efforts to improve response rates?

• Do your customer-facing representatives understand the service level that should be provided based on a customer's history, preferences, the value he or she provides, and any recent developments in the operational delivery of your service?

• What is the profitability of your business by geography, business unit, and product line?

• How do your actual results compare to budget? Which areas have the greatest variance from plan results?

• What is the ratio of outstanding accounts receivable invoices to outstanding customer orders?

• Which nights during the specified period are sold out at property A, while other properties in the same market are below 90%?

• How can I reduce delays and cancellations due to maintenance reasons?

• How can I improve program performance through early warning indicators and the ability to analyze what-if scenarios?

• How can I increase asset readiness and effectiveness by providing visibility to maintenance and supply issues, and enabling the pinpointing of root causes?

• Which are the best and worst performing slot machines, in terms of dollars, during period X, and what commonalities might indicate why?

These are the kinds of critical business questions successful companies are asking every day. And they are finding the answers by leveraging the Teradata® Travel and Hospitality Data Model.
The Teradata Travel and Hospitality Data Model is a comprehensive, flexible blueprint of how data is organized within a Teradata system. It provides the structure to address key issues from managing customer relationships and closing your books quickly and accurately to managing asset maintenance and personnel scheduling. And it lets you do all that across multiple business areas.

The Teradata Travel and Hospitality Data Model graphically diagrams the relationship of data extracted from disparate data sources to provide an enterprise-wide view of your business—from marketing and operations to back office functions, such as accounting, security, and customer relations. It supports a one-to-one relation-ship between the data model and business areas with an enterprise perspective so it can easily expand as your business—and your business questions—grow.

And because the Teradata model is in third normal form, data are stored only once in the warehouse. No data redundancy means you do not have to reorganize the entire model every time you want to ask a new business question.

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The Teradata Travel and Hospitality Data Model makes it easier to see what data you need to answer key business questions and solve specific use cases. The information in this tool has been built up over time by our travel and hospitality industry experts and represents Industry best practice for data warehouse utilization.

This model forms an industry knowledge repository that speeds Teradata's ability to deliver an integrated data warehouse. Teradata helps eliminate the stovepipe approach to accessing data and, most importantly, gets the IT people and the business users focused on connecting their individual pieces to the broader company strategy.

Keep Pace with Change

Because the Travel and Hospitality Data Model integrates operational information about customers, channels, and events into a centralized data warehouse, you can react immediately to new opportunities in your business. The Teradata Travel and Hospitality Data Model ensures that your data warehouse always contains the data and information on which business decisions can be reliably tested, analyzed, assessed, and monitored.

The Teradata Travel and Hospitality Data Model is an enterprise-wide solution that supports passenger airlines, car rental companies, cruise lines, passenger rail operators, travel agencies, airport operations, GDSs, hotels, and casinos.

The Teradata Travel and Hospitality Data Model also provides insight into many industry areas, including: Revenue Management—Perform multi-dimensional analytics, such as drill down and across, to investigate exceptions to demand and booking patterns for future flight or lodging activity, historic trend insight, and previous market activity comparisons.

Consumer Activity—Track consumer behavior from looking, booking, through travel experience; consumer- initiated communication tracking and defection rates.

Customer Value—Analyze revenue generated versus miles flown, consumer profitability, lifetime value, and usage trends.

Fraud Detection—Identify ticket abuse, flight irregularities, booking irregularities, agency misconduct, employee misconduct, and customer misconduct.

Web Activity—Analyze consumer interactions, patterns, and usage analysis; channel effectiveness; and ad

effectiveness.

Loyalty Programs—Analyze flight, booking, and ticketing patterns by program participation level; promotional response analysis; redemption usage analysis; value determination; and liability monitoring.

Maintenance, Repair, Overhaul (MRO)—Support purchasing and contracting, inventory levels and allocations, component maintenance scheduling/ prioritization, reliability management, line and engine maintenance, and aircraft overhaul.

Air Cargo—Support air waybill tracking, maximum lift capacity and cargo revenues, better Universal Load Device (ULD) utilization, and customs processing.

Hotel and Gaming—Support call center (structured responses and unstructured text), retail sales, gaming, and asset tracking for casinos, as well as player activity monitoring; calendar event management; food services, speed of service; special hospitality activity reservations and tracking for golf, dining, and special events; group event activity tracking and hotel support for property layout, room rates, reservations, housekeeping, asset tracking, and revenue tracking.

Teradata Travel and Hospitality Data Model Builds Value for Your Business

Strengthen competitive advantage and insight
Gain insight into how every aspect of your business is performing by modeling relationships between departments.

Reduce development time
Leverage the Travel and Hospitality Data Model modular architecture to save valuable data warehouse development time, as well as considerable human and financial resources, resulting in faster time to market and return on investment.

Maximize ROI
Use proven modeling methodologies and experienced Professional Services consultants to avoid the common—and expensive—pitfalls inherent in building a data warehouse.

Increase flexibility
Provide easy flexibility without rearchitecting your data warehouse. The Travel and Hospitality Data Model adapts and extends as your business grows and changes, or as new subject areas, entities, or sets of attributes arise. It makes it easy to add enhancements and new applications without rearchitecting your data warehouse.

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Financial Management—Measure and manage financial performance, identify trends in financial statements, and perform multi-dimensional analysis of financial results.

Why Teradata?

Because analytics is all we do. Only Teradata Corporation can deliver a successful 30-year track record of helping organizations like yours leverage their business data for analysis and decision making. We understand the problems and critical success factors associated with data analytic ecosystems better than anyone in the industry — and we know how to put our experience to work solving the issues that mean the most to you.

We also deliver the right people, products, and services that can help you make your data and analytics solution even stronger.

Teradata travel and hospitality industry consultants, for example, guide your data model development and integrated data warehouse planning to support your business needs. They can work with you to prioritize and translate your business issues and direction into an effective data warehouse strategy that delivers the strongest ROI. And Teradata has a built-in foundation of industry knowledge, global customer support services, and world-leading hardware technology—a combination of strengths unmatched in the industry.

That's why our customers include some of the world's leading travel and hospitality companies, including the six most profitable airlines and many of the most respected rail operators, express freight carriers, rental car companies, hotels, and gaming companies.

For More Information

To learn more about how this Teradata solution can provide structure and discipline to the complexities of your data and analytics infrastructure and how it can facilitate communication between business users and IT analysts for a common understanding of vital business concepts, please contact your Teradata representative or visit Teradata.com.

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