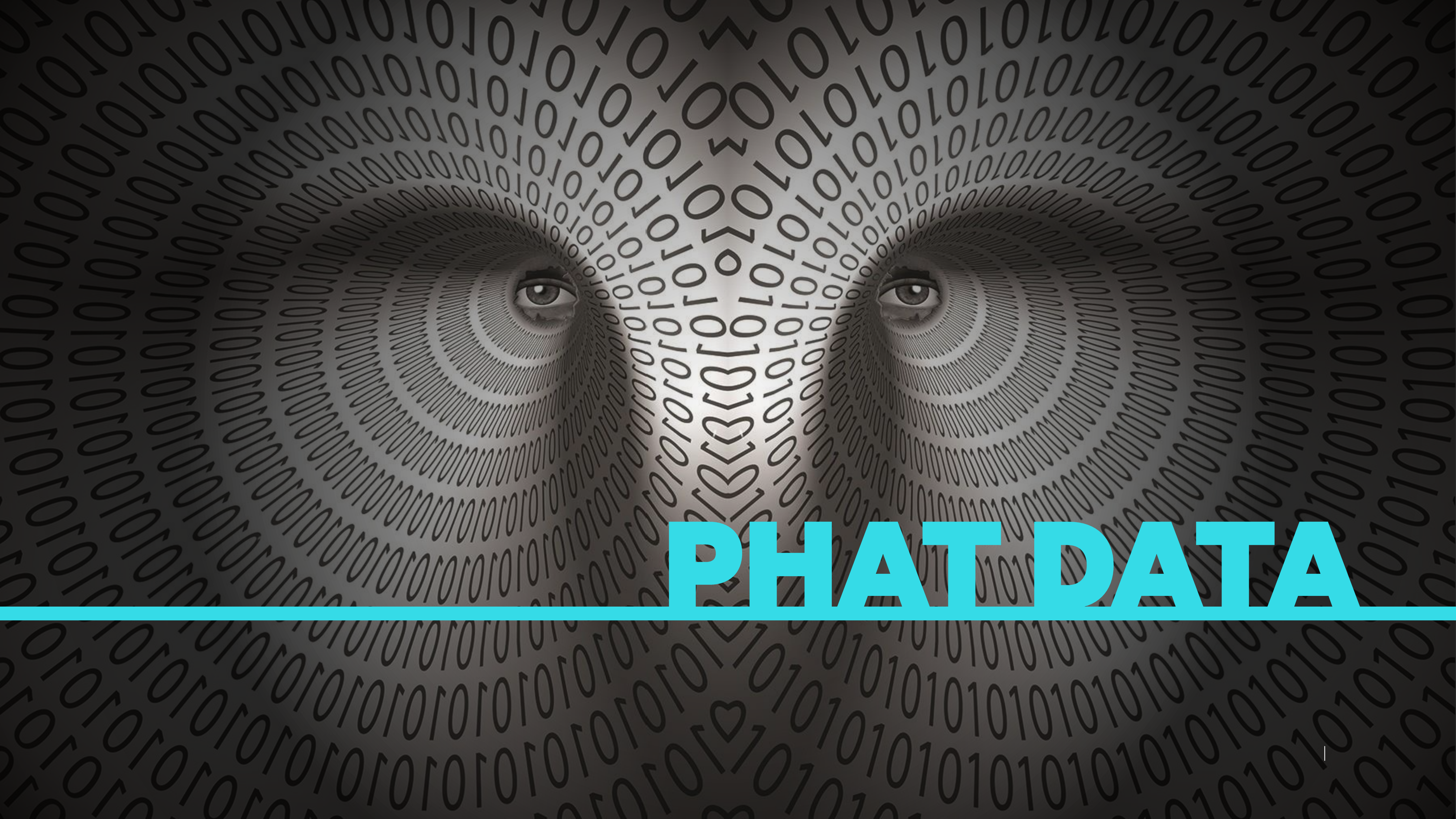




PHAT DATA

Definition

phat

/fat/

adjective informal

Cool

Pretty

Hot & Tempting



Stats, Stats & More Stats

59%

Business Travelers went out of policy on at least one major travel expense

47%

of non-compliant travelers cite convenience as the reason

Over 3 Quintillion bytes of data - produced EVERY SINGLE DAY!!!

90% of all data in the world has been created in the last two years

Google processes 40,000 searches every second

Every Minute of the Day



16,000,000

Text Messages sent



46,470

Photos Posted



527,760

Photos



120

Professionals Join



1.5 Billion

People Active



4,146,600

Videos Watched

Getting to Wisdom



Our industry has a lot of different ingredients that go into making the tastiest managed travel program you'd ever want to digest.

We have more ingredients than most verticals but we don't bother to use those ingredients.

Instead we just keep eating the same stale cake!

- Rock Blanco

Getting to Wisdom

What Data?

Why?

So What?

Take Action!



DATA

INFO

WISDOM

Getting to Wisdom

In order to change the state of data in our industry it will take four things

● Travel program alignment with corporate business objectives

● Understanding the behavioral economics of our travelers....
Listening, Personalization

● Buyers insisting on actionable data:
Program Specific, Real Time

● Suppliers investing in required changes:
Infrastructure, Transparency

Industry Impacts

Data will move from functionally discrete information in a siloed environment to a collaborative environment housed in the cloud.

Business Traveler

- Will expect managed travel programs to 'understand' their travel patterns and preferences
- Mobile technologies will continue to drive content and data to a travelers finger tips
- Travelers experience will become less about booking process, and more about the consumption period of the trip
- Next generation of travelers and technologies offers more data and opportunities to travelers

Suppliers

- Continued use of data to personalize offerings and "own the traveler"
- Utilization of data to control pricing – enhanced capabilities – more dynamic, more personalized
- Looking for new distribution opportunities such as NDC & direct bookings
- Provide technologies to capture bookings regardless of where they originate and report on the data
- Pushing offers through social media

Managed Travel

- Demand for better, real time information is critical
- Travel buyers will need to become more technically savvy and analytical
- Programs become more traveler-centric
- Policy and program decisions will be based on internal behaviors and impacts, rather than external benchmarks
- Better ability to gain 100% insight into travel program
- Enhanced meetings & events

Traveler-Centric

NYC

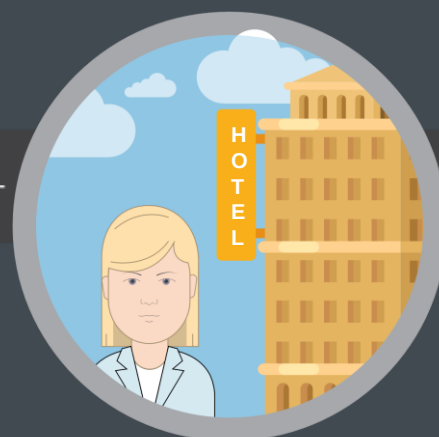


“Hi. I noticed you have not booked transportation to the airport. Would you like to book now?”



“Time to Check-In you are TSA precheck

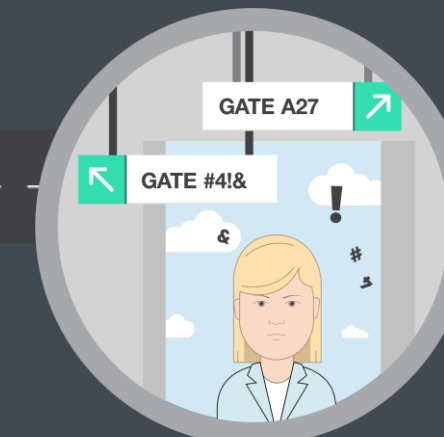
LON



“Welcome to LON, reminder your hotel rate is \$309 and includes breakfast and internet.



“There has been a reported incident at or near your location. Please reply to advise your safe.

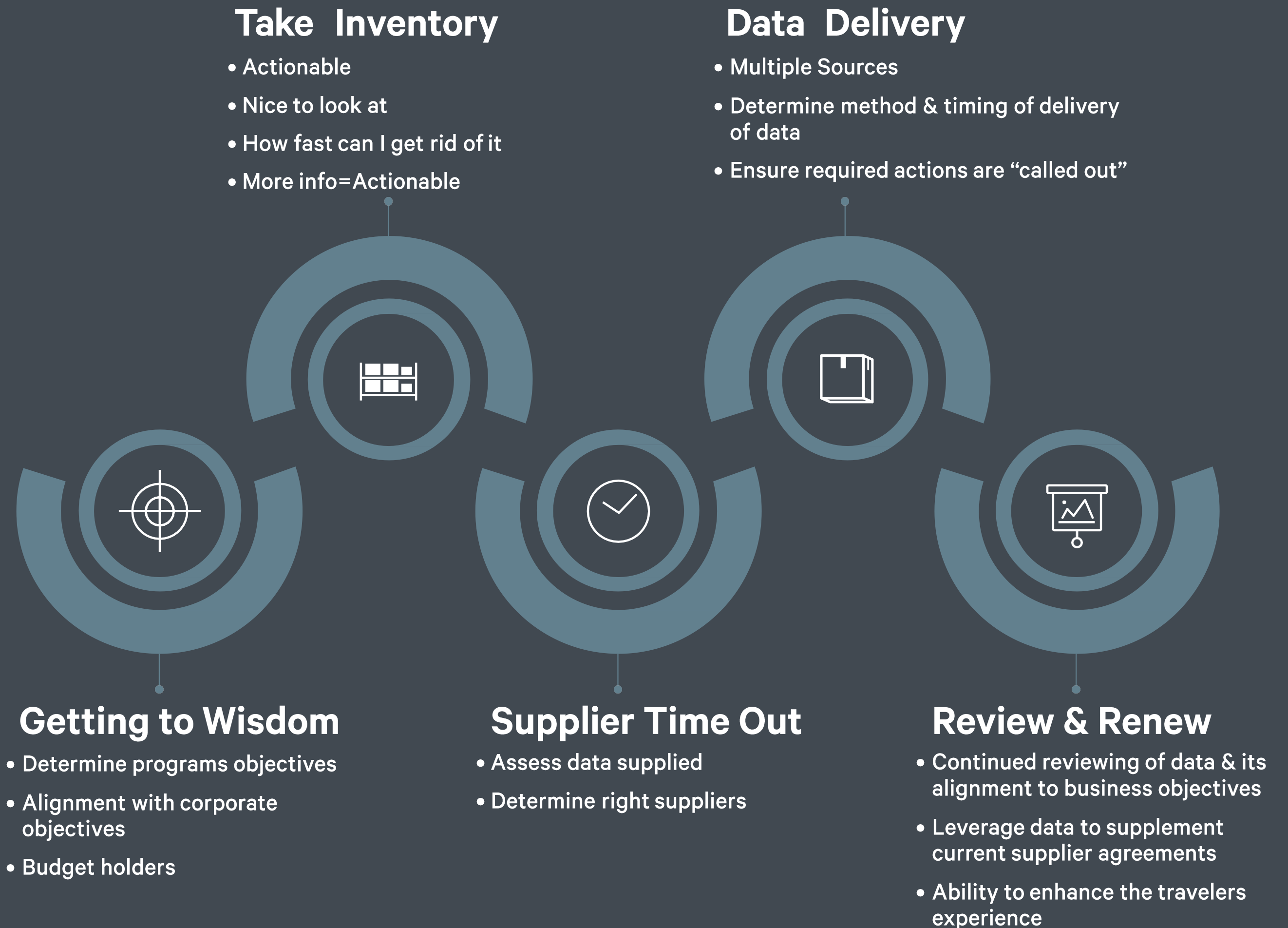


“Your flight delay will caused a misconnect. We have rebooked you on the next flight departing at 7:00pm, proceed to gate A27.

Data Strategy

Developing a travel strategy will require an investment of time. It will be the key to moving the managed travel program from a tactical to strategic role within an organization.

Here's how to get started!



Challenges

- Some key necessary changes to current technologies need to take place – Data Structure
- Data ownership
- Privacy issues must be addressed
- Ultimately the ability to manage the massive amounts of data
- Buyers and suppliers must work in a more collaborative environment to solve big data challenges
- Data becomes a commodity, who is willing to pay

What's Next

We first need to accept that technology has the ability to transform our data into wisdom

**Do you have
a Phat Data
strategy
in place?**

Begin asking yourself – So What?

I get these reports each month –
So what?

Travel buyers need to open a dialogue with suppliers.

How are you preparing for a
future model?

What are your goals in marketing
directly to our travelers?

In what ways will you support my
corporate initiatives in a new model?

Internally, what Business Intelligence tools are available to you?

Am I remaining relevant, how am I
preparing for the future?

Continue to read BTE for more insight!



A long, narrow wooden pier or bridge made of weathered planks extends from the foreground into a dense tropical forest. The pier is flanked by simple wooden railings. The forest is lush with green foliage, and several tall palm trees are visible in the background. The scene is captured in a perspective view, leading the eye down the length of the pier.

Data Today



Data Tomorrow

Last Words

“These days people seek knowledge not wisdom. Knowledge is of the past, wisdom is of the future.”

-Vernon Cooper

Questions



Thank you

Jennifer Steinke

Tel: +1.480.26.4130

Email: jsteinke0868@gmail.com