

IBM Software

Information OnDemand **2010**
Comes To You

Managing the explosion of data

Helping suppliers meet our customers' needs



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Unlock the True Value of Your Information

GTA Distribution Model



The Inbound Team

- Contracting team are responsible for sourcing and negotiating the right products from our travel suppliers.
- This team need access to the right information to give them a clear picture of the demand.
- Our travel suppliers often don't have access to data
- This is how our contractors used to get data...



The old way of getting a *Bookings* report

The screenshot shows a terminal window with a menu titled "Send Network Spooled File (SNDNETSPLF)". The menu options are:

- Type choices, press Enter.
- Spooled file > BEDNTS
- User ID: _____
- User ID _____
- Address _____
- + for more values
- Job name > BED_STATS
- User > LHR03A
- Number > 700391
- Spooled file number > 1
- Job system name > LONDON
- Spooled file created: _____
- Creation date > 13072010
- Creation time > 134729
- Data format > *ALLDATA

At the bottom of the terminal, there are instructions for function keys:

- F3=Exit F4=Prompt F5=Refresh F10=Additional parameters F12=Cancel
- F13=How to use this display F24=More keys

The terminal also shows a status bar at the bottom right with the text "06/035".



The old way of getting an *Bookings* report

Tour No	City	Hotl	Property type	Dept date	Arrival date	Client	Nat	BKG STS	NTS	BM	TBXC	DBXC	SB	TR	Allot Used	Ad-hoc Used
LLNF973689	PRG	VER1	H	4/09/10	4/09/10	UTSMOW	RU	8	7					1	V	
RRKF366808	PRG	VER1	H	5/09/10	5/09/10	RBSROM	I	8	4			1			A	
LLNF717012	PRG	VER1	H	6/09/10	6/09/10	AREA	SF	8	3			1			A	
L1AF022711	PRG	VER1	H	6/09/10	6/09/10	AREA	SF	8	3		1				A	
LLNF556940	PRG	VER1	H	7/09/10	7/09/10	ESKPOL	PL	8	8		1				A	
LLSF223016	PRG	VER1	H	7/09/10	7/09/10	FRESHT	D	8	3			1			A	
LLNF601791	PRG	VER1	H	8/09/10	8/09/10	AREA	SF	8	4		1				A	
EEKF961230	PRG	VER1	H	18/08/10	9/09/10	RBSSYD	AA	8	1		1				A	
LLNF565119	PRG	VER1	H	9/09/10	9/09/10	AREA	SF	8	3			1			A	
LLNF566260	PRG	VER1	H	9/09/10	9/09/10	AREA	SF	8	3		1				A	
LLNF596446	PRG	VER1	H	9/09/10	9/09/10	TRAREP	GB	8	4		1				A	
LLNF745393	PRG	VER1	H	9/09/10	9/09/10	AREA	SF	8	4			1			A	
RRKF432044	PRG	VER1	H	9/09/10	9/09/10	RBSROM	I	8	3			1			E	
LLSF086704	PRG	VER1	H	10/09/10	10/09/10	CITYVA	GB	8	3		2				A	
L1AF060274	PRG	VER1	H	12/09/10	12/09/10	SPECT	IN	8	3					1	A	
NNKF358132	PRG	VER1	H	30/08/10	12/09/10	TBRBS	US	8	3					1	A	
EE8F038685	PRG	VER1	H	17/08/10	13/09/10	INFM02	AA	8	2			1			A	
E1KF071616	PRG	VER1	H	13/09/10	13/09/10	RBSSYD	AA	8	3		1				A	
LLNF654634	PRG	VER1	H	13/09/10	13/09/10	AREA	SF	8	4		1				A	
LLNF654637	PRG	VER1	H	13/09/10	13/09/10	AREA	SF	8	4		1				V	
LL8F979046	PRG	VER1	H	13/09/10	13/09/10	INFI	GB	8	7			1			A	
RRKF434696	PRG	VER1	H	14/09/10	14/09/10	RBSROM	I	8	4			1			A	
EEAF026387	PRG	VER1	H	12/09/10	15/09/10	RBSSYD	AA	8	2			1			A	
EE8F038685	PRG	VER1	H	17/08/10	15/09/10	INFM02	AA	8	2			1			A	
LLNF532498	PRG	VER1	H	16/09/10	16/09/10	KOHDE	SF	8	3					1	A	
LLNF557726	PRG	VER1	H	16/09/10	16/09/10	AREA	SF	8	3			1			A	
LLNF569067	PRG	VER1	H	16/09/10	16/09/10	AREA	SF	8	3			1			A	
LLNF569080	PRG	VER1	H	16/09/10	16/09/10	AREA	SF	8	3			1			A	
EEAF046949	PRG	VER1	H	17/09/10	17/09/10	RBSSYD	AA	8	1				1		A	
L90F063391	PRG	VER1	H	17/09/10	17/09/10	OCTCUK	GB	8	3		1				A	
OOKF207635	PRG	VER1	H	16/09/10	17/09/10	ALVL01	J	8	3					1	A	
OOOF189304	PRG	VER1	H	18/09/10	18/09/10	OCTJAL	J	8	2		1				A	
LLSF028150	PRG	VER1	H	19/09/10	19/09/10	AEROCL	RU	8	3			2			A	
LLSF091617	PRG	VER1	H	19/09/10	19/09/10	AEROCL	RU	8	3		1	1			A	
XXPF032822	PRG	VER1	H	19/09/10	19/09/10	RBSCA	CA	8	4					1	A	
NNKF366989	PRG	VER1	H	20/09/10	20/09/10	TBRBS	US	8	3			1			V	
NNKF367002	PRG	VER1	H	20/09/10	20/09/10	TBRBS	US	8	3			1			A	
EEAF006281	PRG	VER1	H	12/09/10	21/09/10	RBSSYD	AA	8	2			1			A	
LLNF858521	PRG	VER1	H	21/09/10	21/09/10	AREA	SF	8	3		1				A	
E1KF004888	PRG	VER1	H	12/09/10	22/09/10	RBSSYD	AA	8	4						A	
E1KF049285	PRG	VER1	H	2/09/10	22/09/10	RBSSYD	AA	8	3						A	
LLNF842595	PRG	VER1	H	22/09/10	22/09/10	RESIAB	S	8	5			1			V	
L1AF161532	PRG	VER1	H	22/09/10	22/09/10	HOTCLI	I	8	3			1			A	
L90F066341	PRG	VER1	H	23/09/10	23/09/10	OCTCUK	GB	8	4					2	A	

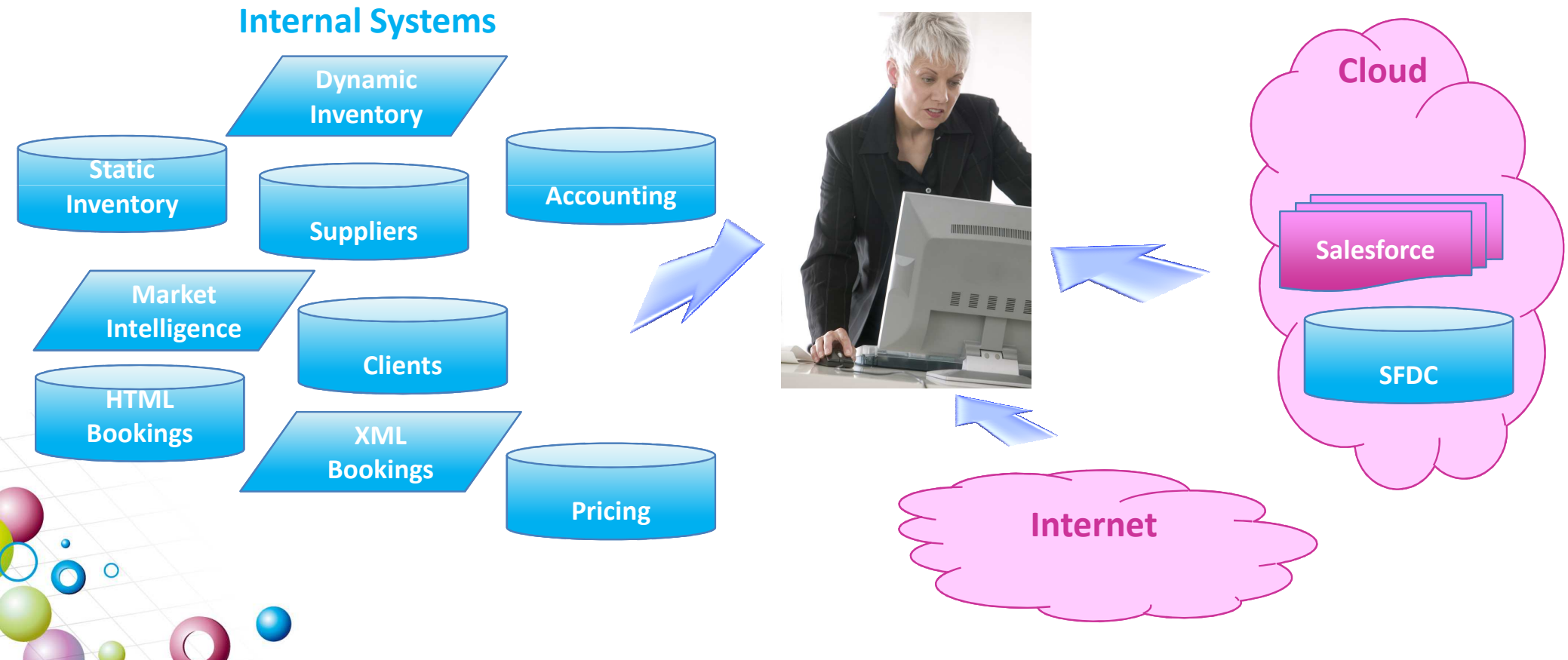


The user challenge

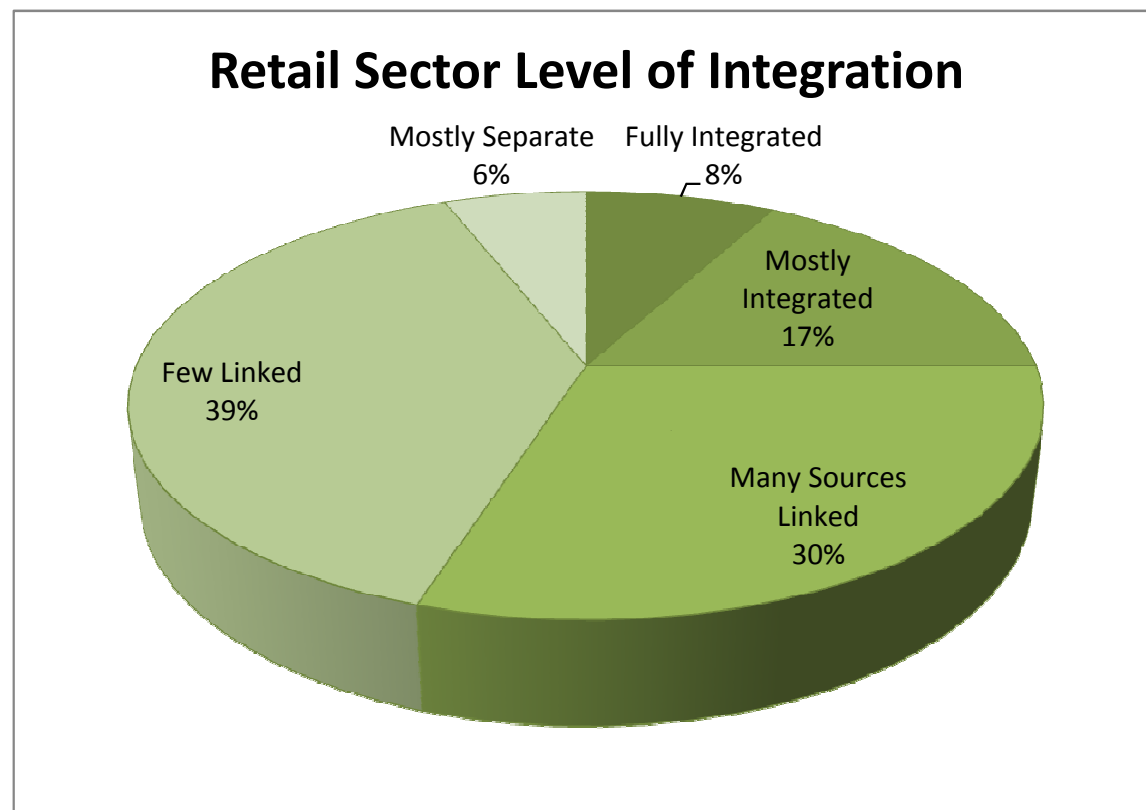
- UI not user friendly
- Long process
- Slow to run
- Many actions
- Output still not clear



The disparate data challenge

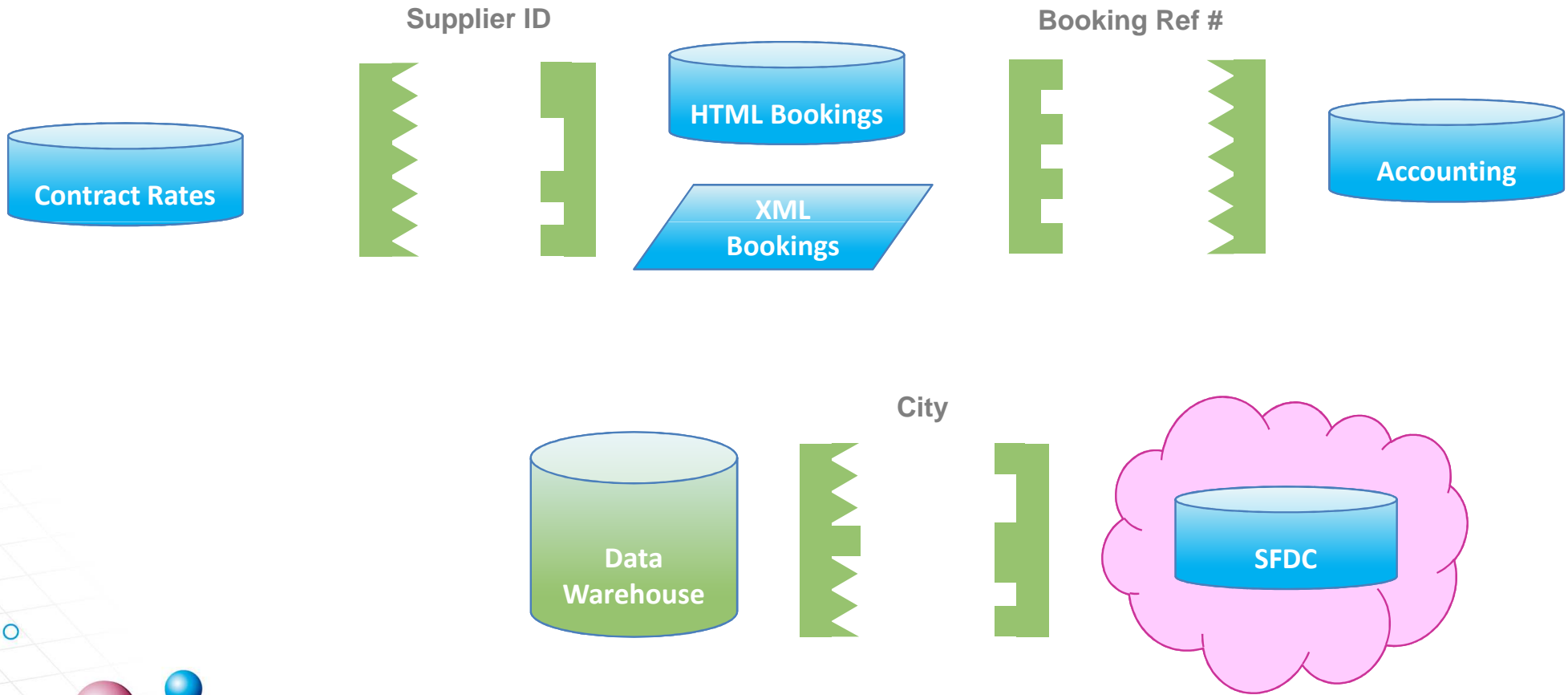


And we're not alone !

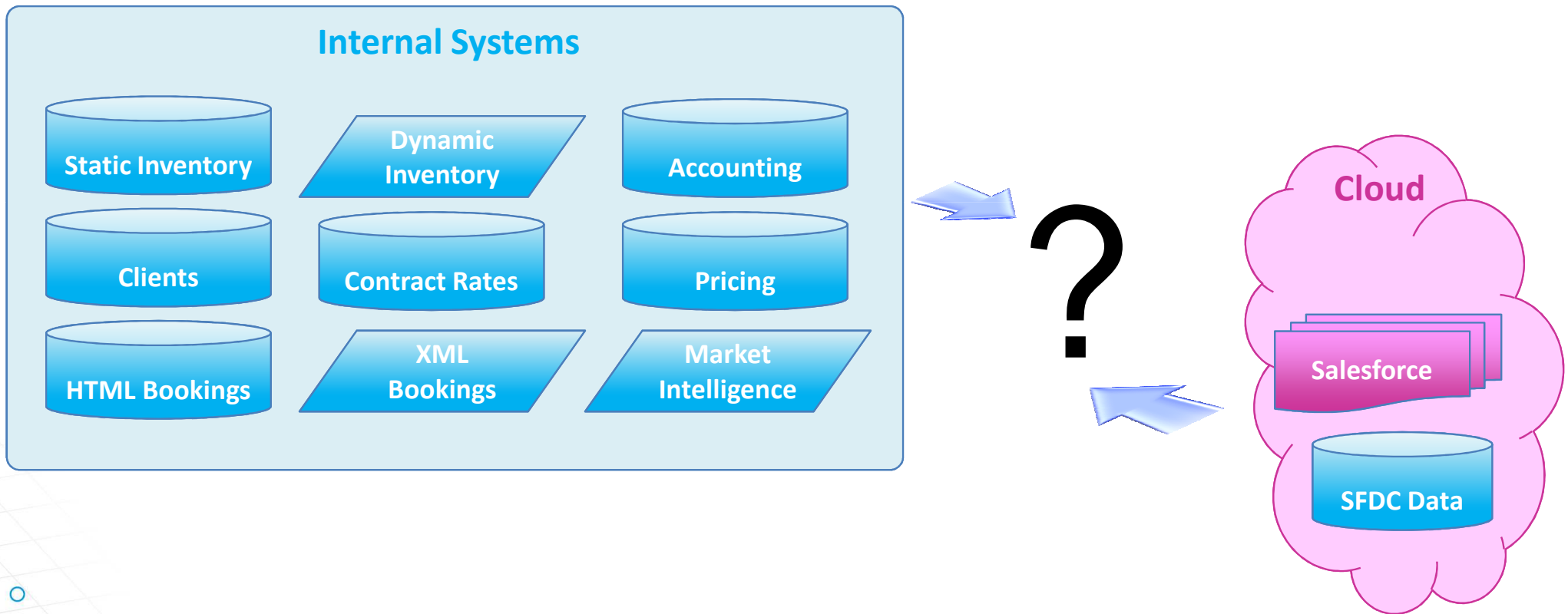


Source: The **Bathwick** Group June, 2010

The reference data challenge



The cloud data challenge

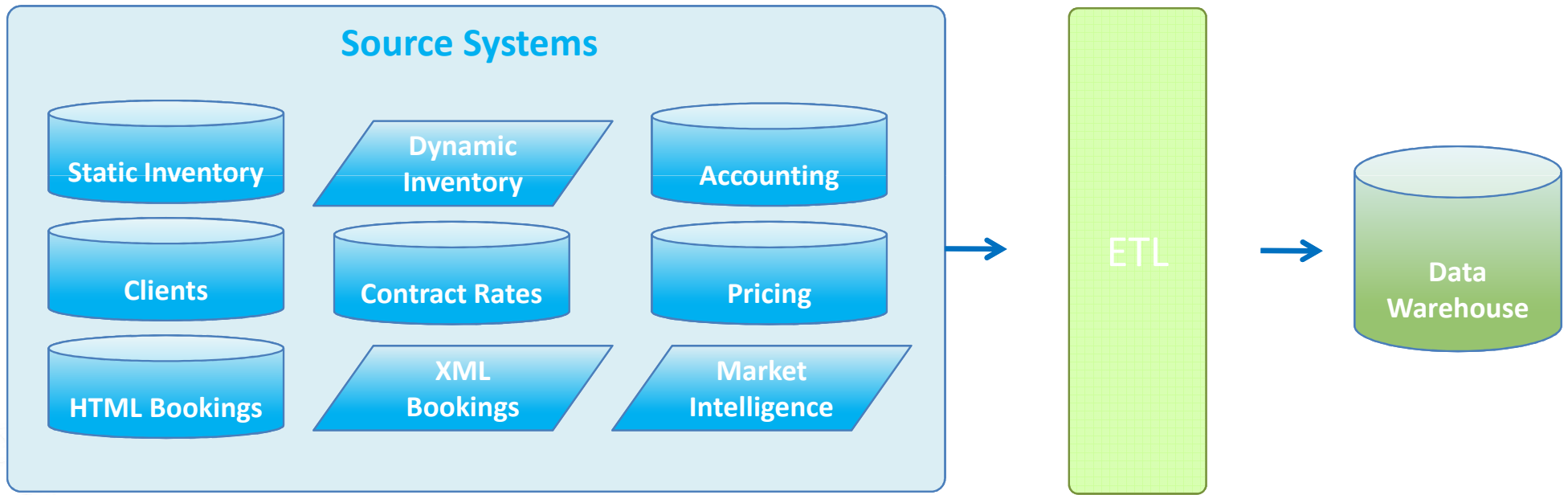


The challenges in full

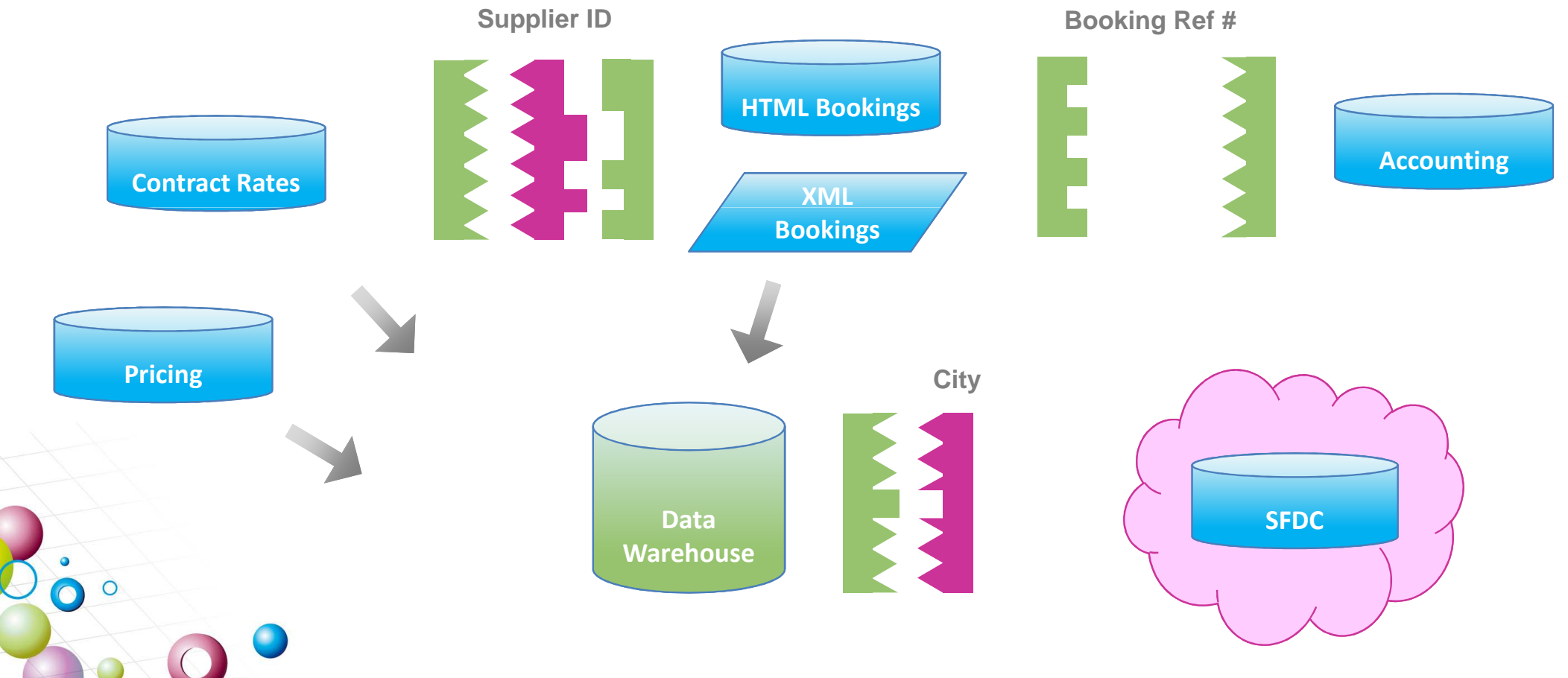
- Requirement for data not yet integrated in DWH
- Requirement for external data not centrally available
- Reference data between systems not the same
- Not existing Cognos users
- Wish list of other requirements
- Requirements based on a new system still in development



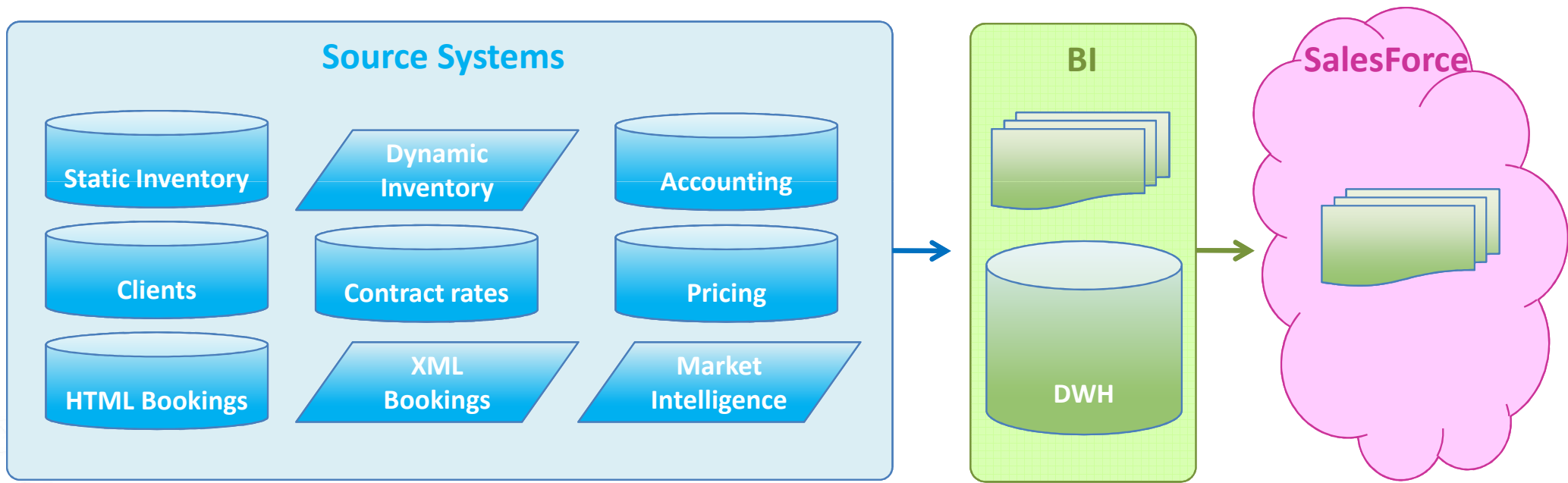
The disparate data solution



The reference data solution



The cloud data solution



SFDC integration options

Cognos.
software



User Interface

- Visual force pages
- Custom Link

Data

- Salesforce custom objects
- Salesforce data loader
- Cognos 8 Virtual View Manager and Salesforce Connector

Security

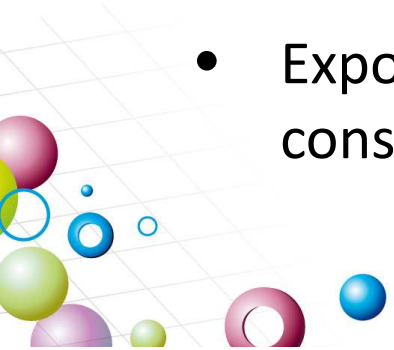
- Cognos SDK for Security Provider

The UI solution

- 6 Reports on every SFDC account:
 - 2 Summary
 - 4 Detailed
- Hotel-level and Market-level
- Combination of:
 - pre-run .pdf format or
 - on-demand
- ONE PLACE FOR SOURCING TO GO

Solution Summary

- Resolved reference data discrepancies
- Used data from sources already integrated whilst working on further integration activities
- Designed IBM Cognos reports to be used in conjunction with Contracting team's existing workflow
- Exposed IBM Cognos reports in SFDC for a consistent user experience



Result

*"I will be able to ... **increase sales** in my area"*

*"Much **more time efficient** way of running reports, not having to run millions of reports to try and even get some of the information that will now be available!"*

*"...**building my confidence** and I'm sure the same would be reflected on my supplier too."*

*"These reports are fantastic, will definitely **save my time** as currently, I need to spend at least 1 day to run monthly [production] reports from the source and it seems take me ages to run [an inventory] report."*

*"I'll be able to research my new areas much quicker and in more depth and **spot trends and problems far earlier.**"*

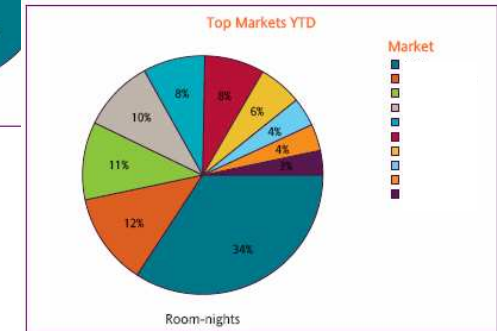
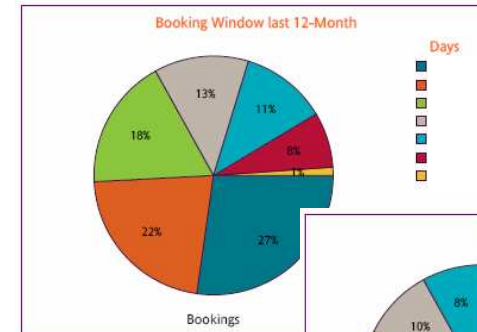
*"... support our negotiations and to **add value to ... the hotels.**"*

*"It will **help us prioritise** and work more effectively."*

"I can [now] answer the supplier with confidence"

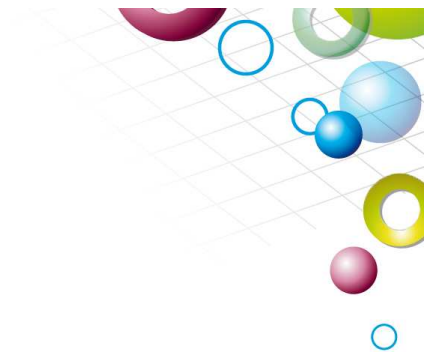
*"...**better focus on strategy** now that BI is more readily available"*

*"Very **clear understanding of company direction** in the near future"*



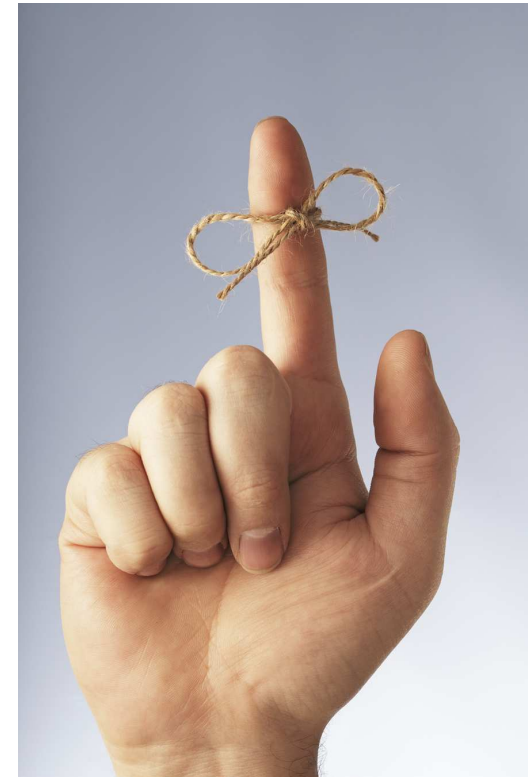
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Result



Learning points

- Get the right people onboard
- Don't be tempted to push data to SFDC or the Cloud
- Go where there is greatest need
- Start small
- Consider how to measure success



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