



Tier2 regional airline

A regional hybrid airline in Europe modernizes its IT ecosystem with the support of the Conztanz Travel Data Agility Platform to realize the full benefits of their digital transformation.

Context

The airline has decided to abandon its legacy PSS and eCommerce solution to migrate on Amadeus Altea and e-Retail. The strategic objective was to modernise its whole digital chain : gain in flexibility, industrialize passenger processes with new technologies and improve digital functionalities. Its main point of sale is the website generating 80% of the bookings.

Based in Europe, it carries about 8 million passengers per year, flies to 78 destinations and counts about 2350 employees.

Challenges

A myriad of critical systems were impacted by the migration. The existing integration platform TALEND is generic - not travel oriented. It has difficulty to absorb properly commercial & customer related data from the new PSS, and feed some of the impacted systems, especially those managing day-to-day business and daily revenue calculation.

In addition, conducting an exhaustive gap analysis was difficult for the airline team - not used to the standard Amadeus solution - which resulted in the late discovery of majors operational impacts (e.g gap in data transmission to ground operations) that has to be corrected quickly "on-the-fly".

Solution

Connection of ConztanzONE platform to the new PSS feed to bridge smoothly the new PSS with operational systems such as AIMS (flight schedule), 15below, Frequent Flyer Program (for rewards calculation), real-time sales follow-up tool.

ConztanzONE's main function was to push structured data flows several times a day directly to the requiring systems including the data warehouse and to provide revenue estimation for non-ticketed reservations.

Different natures of data flow were therefore generated : daily bookings with revenues, passenger list with mobile contacts in case of flight connection, bag problem, flight delay.

For the migration project itself, expertise & PMO consulting have been provided to structure the project and respect the migration deadline.

- Series of on-site workshops were hold with the IT, operations and business teams to identify the gaps, formalize solutions and new processes, manage the necessary testing and the business readiness.
- Weekly Steering Committee was hold to quicken decisions and ensure a good alignment of the teams.

Results

- ★ The consulting assistance allowed to pull back the project under control, avoiding strong delays' penalties and restoring confidence.
- ★ The provision of critical data flows have ensured the business and operation continuity
 - ensuring the migration had a minimum impact on customers
 - avoiding to deeply rework existing processes that were perfectly working
 - contributing to respect migration project deadlines
- ★ Readiness for the future "datalake" project as ConztanzONE data model has been recognized as the relevant one to manage the airline passenger related data.
- ★ The airline has gained in agility with the Conztanz platform and is ready to adapt to the coming changes and business optimizations such as improving passenger communication, exploiting the passengers experience history to introduce personalization, taking immediate actions thanks to real-time revenue knowledge.

