Pulling in the product

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Aggregation – what happens now

Typically takes 6-8 weeks with testing

No Standardisation either content or functionality

Varying performance & data quality

Current channels

- GDS
- Aggregators
- Screen scraping
- Direct connect
- Viewdata

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Business Challenges

- Once you do an integration your work has only just started...

- Continual changes to data and content mapping

- Complicated data normalisation problems

- Blending multiple data sources

- Easier with travel data specialists

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Why use an Aggregator

Benefit from the distribution experts

Free up resource to utilise elsewhere in your business

Opportunity to open up new channels of distribution

Google rewards greater speed and accuracy

- Improve conversions
- Improve ranking

Aggregation is not going to get any easier....

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Emerging technologies

Mobile

Cloud computing

New technologies will see data processing in areas not previously possible without huge cost

Data distribution – the future

Standardisation e.g. TTI Codes

Performance will improve with more sophisticated caching

Content will evolve, 360 degree videos, reviews system,social

Give your API higher capacity and make it less restricted

Allow customers greater access and let them decide how to use the information

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Thank you