

# Travel Analytics Services (TAS)

Analyzing user-generated content across **900+** travel industry-specific businesses attributes.



# Travel Industry Analytics

From destination focused travel agencies, to airlines, hotels, cruise lines and intelligent airports, all travel companies want to know more about their customers. The need for structured information for better and informed decision-making has made business intelligence the buzzword in the industry.

By combining extensive knowledge of the travel domain, pre-configured data models for travel industry and tools expertise, IGT's Travel Analytics Services (TAS) provides end-to-end data management and analytics services for the travel industry. Having advanced technological expertise, IGT is capable to cater the Travel and Hospitality brands in the following disciplines:



## Big Data Tools

Hadoop | Hive/Pig  
HBase | Cassandra  
Mango DB

## Predictive Analytics

R | SAS | SPSS  
Mahout

## MDM Tools

Oracle PIM  
Oracle CIM  
IBM InfoSphere  
Talend MDM

## CRM Tools

Salesforce  
MS Dynamics CRM

## Cloud Solutions

Amazon Web Services  
Red Shift | Azure



## ETL Tools

Informatica | IBM Datastage  
Oracle Data Integrator  
Oracle Warehouse Builder  
Microsoft SSIS

## BI Tools

Microsoft SSRS | Power BI  
Cognos BI | OBIEE | Qlikview  
Tableau | Microstrategy  
Business Objects | Yellowfin

## DB Server

DB2 | Oracle 9i/10g/11g  
MS SQL Server | Teradata  
Exadata

## Open Source

Talend | Pentaho ETL  
Pentaho BI | Jaspersoft

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IGT also offers specialized offerings like social media analytics, website and mobile analytics, CRM deployment and support etc.

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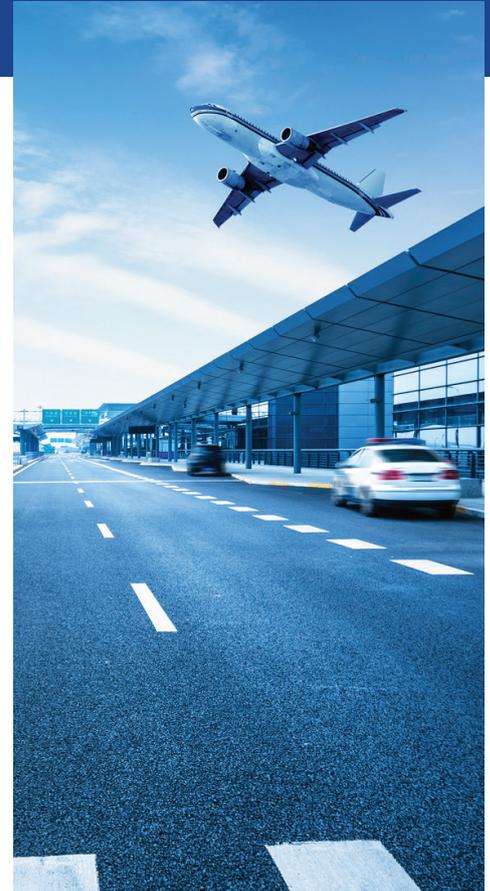
Harnessing the strength of data is the key to stay ahead of the competition. It has become imperative for airlines and hotels to invest in analytics solution architecture that is agile towards the fast-paced and dynamic travel industry.

## aTAS

Airlines Travel Analytics (aTAS) is an analytical framework tailored for airlines for performing self-service data discovery to gain valuable business insights. It provides an off-the-shelf exhaustive list of airline-specific reports and dashboards. The pre-built extensive data model, reusable connectors to various standard airline systems and lean implementation allows faster-time to market.

**Airlines can be benefitted by aTAS in following areas:**

- Cost analysis
- Derive accurate route profitability, analyze current insights and future revenue growth
- Analyze passenger spend and behavior
- Effectively use manpower by scheduled roster analysis
- Competitor market data analysis



## hTAS

Hotels Travel Analytics (hTAS) is a customized analytical framework for hotels that provides actionable business insights to hotel brands by structuring and analyzing terabytes of user-generated data. It comes with a large repository of hotel-specific reports and dashboard, pre-built data model required for data warehousing needs of hotel companies, and user-friendly interface for advanced calculations.

**hTAS can assist hotels in multiple departments:**

- Overall revenue analysis, identifying high potential properties and geographies
- Improve guest experience through an integrated 360 degree view of guest interactions across all departments
- Maximize booking revenue through “right price strategy” based on demand trend analysis
- Maximize ancillary sales through guest spend and behavior analysis and propensity modeling
- Maximize occupancy through accurate overbooking based on forecasted bookings , cancellations and predicted no-shows
- Competitor market data analysis



## Why IGT?

- IGT Solutions is a leading IT, BPM and Digital solutions and services provider committed to deliver innovation and business excellence across the entire spectrum of Travel, Transportation and Hospitality domain
- Managing highly differentiated customer experience for leading 70+ travel brands
- Over 20 years of travel domain-led solution development experience, enabling end-to-end solution delivery
- IGT employs more than 11,000 travel professionals in 5 continent, has 15 state-of-the-art delivery centers, and worldwide operational presence



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