

Theme: Partnering for Digital Transformation

Collecting, Democratizing, & Activating your Data

Date: 21st September 2021

Time: 15:00 – 16:30 (EAT /GMT+3)

Duration: 1.5hrs

Moderator: Maureen Kahonge, Senior Manager Business Development & Communications

Speakers:

- **Steve Duley** - Sales Director, Sabre
- **Henrik Thorburn** - Director, Sales Engineering, Sabre
- **Miretab Teklaye**, - Country Manager, South Korea – Ethiopian Airlines
- **Google Cloud** – Ravi Simhambhatla- Managing Director & Digital Transformation Officer
Travel & Transportation, Balala Desikan - Cloud Architect

Synopsis

Airlines have an array of technology necessary to run their businesses, such as passenger services, e-commerce, pricing, revenue management, aircraft movement, operations- and airport management systems. These much-needed standalone technologies have sustained the airline industry for decades. However, we live in a digital age, and airlines need to be able to bring together disparate data sets from these technologies so they can identify events across their entire organization in real-time and quickly respond to market needs, customer demand, irregular operations and so on. Specifically, the airline enterprise must become connected to uncover intelligent insights and take relevant action. Because many of these systems currently don't have the intelligence or ability to communicate with each other, an airline can't cost-effectively access the right information at the right time and in the right places.

Advances in technology play a key role in digital transformation. Technology enables organizations to simplify and enrich customer experiences, break down organizational silos and automate business processes. One of the biggest technological advances enabling digital transformation is data analytics.

Regardless of where an airline is with its digital-transformation journey, employing agility-platform technology helps carriers continue to achieve digital transformation.

Agenda

<p>Time 15:00-15:10</p>	<p>Welcome & introduction, AFRAA</p>	<p>Speaker Maureen Kahonge</p>
<p>Time 15:10-15:15</p>	<p>Opening Remarks by AFRAA Secretary General</p>	<p>Speaker Abdérhmane Berthé</p>
<p>Time 15:15-15:45</p>	<p>Partnering for enhanced data strategy Collecting, Democratizing, & Activating your Data</p> <ul style="list-style-type: none"> • Across both commercial and operations platforms, airlines have numerous data silos resulting from many data integrations. • From scheduling to inventory to booking and ticketing, to check-in and day of operations, airlines have amassed vast amounts of disparate data, across systems, but their systems don't always talk to each other. • Now more than ever, there is a need for intelligence, data integration, and modern technology approaches to solve for the increased pressure and expectations. • Intelligence Exchange (IX) provides powerful, real-time streaming data analytics that serves your airline with insights to help you execute effective decision-making and streamlined, efficient business processes that drive revenue and decrease cost. 	<p>Speaker Steve Duley & Henrik Thorburn Sabre</p>
<p>Time 15:45-16:00</p>	<p>Google Cloud Workspace Platform</p> <p>Google talks about GCP, and share of a customer success story about how Google Cloud helped the airline to refine pricing, increase revenue, and improve customer experience</p>	<p>Speakers Ravi Simhambhatla & Balala Desikan Google Cloud</p>
<p>Time 16:00-16:15</p>	<p>Voice of an Airline, The Value of Intelligence Exchange</p> <p>Ethiopian Airlines share their experience around how they adopted Intelligence Exchange</p>	<p>Speaker Miritab Teklaye Ethiopian Airlines</p>
<p>Time 16:15 – 16:30</p>	<p>Q&A & Wrap up</p>	