



Unified Global Data Platform Boosts Revenue and Competitive Insights for Leading Airline Association



IGT Solutions' Next-Gen global data platform has transformed aviation intelligence, delivering real-time competitive insights and significantly enhancing data accessibility, analytics, and customer retention for over 400 partner airlines.

AT A GLANCE

INDUSTRY

Travel Association

THE CLIENT

Trade association for the world's airlines, representing the majority of total air traffic.

CHALLENGE

Transform global data marketplace to provide competitive intelligence and pricing for over 400 travel industry partners, enhancing revenue and streamlining customer onboarding.

SOLUTION

Achieved significant improvements in revenue, cost savings, and user self service with Next-Gen competitive intelligence and pricing marketplace.

RESULTS

- Substantial improvement in user self service reporting
- Significant infrastructure cost savings
- Faster product evolution

Our Client is committed to empowering the airline industry through advocacy, innovation, and operational support. By representing the industry's interests, they aim to improve its image among policymakers and highlight the critical role aviation plays in global economies. They work to address unfair regulations and push for equitable governance, ensuring that airlines can operate in fair conditions.

As industry leaders, they set global standards that have made air travel more efficient and passenger-friendly while enabling airlines to cut costs and enhance operational efficiency for decades.

Their dedication to the industry extends to ensuring safe and smooth airline operations, providing expert support, and offering a comprehensive range of products and services. These efforts are designed to not only enhance the passenger experience but also increase operational efficiency for airlines.

Our Client, who relies heavily on precise and reliable information to support its members, is encountering challenges due to an antiquated data marketplace. This system struggles with the demands of processing large volumes of data and integrating with other databases, leading to inefficiencies. These issues hinder their capacity to effectively serve current members and onboard new ones.

ANTIQUATED DATA MARKETPLACE IMPACTING EFFECTIVE MEMBER SUPPORT AND ABILITY TO SCALE TO DELIVER NEW FUNCTIONALITY

Our Client is encountering difficulties with their current data marketplace's capacity to handle disparate product portfolios, leading to complexities in customer onboarding and retention. The dependence on third-party intellectual property, coupled with the insufficient flexibility and capabilities of their existing data solution, hinders the introduction of new features for users. Moreover, the absence of a unified, easily maintainable architecture that is scalable, extendable, and analytics-driven further impedes our Client's ability to effectively serve their expanding member base.

RESILIENT. FRICTIONLESS. RELEVANT.

CUSTOM BUILT UNIFIED INFRASTRUCTURE AND ARCHITECTURE ENABLES LARGEST SUITE OF AVIATION DATA INTELLIGENCE SOLUTIONS

To resolve our Client's problem, IGT Solutions implemented a cutting-edge global data platform for a world-leading airline association, revolutionizing competitive insights and pricing intelligence for over 400 partner airlines. This innovative solution addressed critical industry challenges, including fragmented data ecosystems, customer retention issues, and inflexible third-party systems. By developing a unified architecture that integrates an AWS-hosted Data Lake with real-time intelligence capabilities, IGT Solutions leveraged advanced technologies such as Amazon Athena, MongoDB Atlas, and Snowflake. The resulting platform consolidates multiple data sources and systems, offering a comprehensive view of the aviation market and significantly enhancing data accessibility, analytics capabilities, and customer satisfaction.

This transformative solution not only streamlines operations across multiple product lines but also empowers partner airlines, agencies, and travel partners to make data-driven decisions with unprecedented efficiency and accuracy, setting a new standard in aviation intelligence.



Real-Time Processing and Analytics

- Real-Time Data Processing: Ingestion pipelines to process live data from partner airlines
- Real-Time Processing Technologies: AWS Lambda, Amazon EventBridge
- Advanced Analytics: Utilization of AI/ML techniques for predictive insights and pricing optimization



Development, Security, and Performance

- Accelerated Delivery: Implementation of 15+ delivery accelerators to reduce time-to-market
- Application Development: Angular, Spring Boot
- DevOps: AWS CloudFormation, CI/CD pipelines
- Security: AWS Key Management Service, Web Application Firewall (WAF)
- Platform Performance: Serving 90+ airline accounts, ~300+ travel customers, and over 10,000 users



Architecture and Data Management

- Unified Architecture: A scalable and extensible infrastructure designed to support multiple product lines
- Data Storage and Processing: Amazon S3, AWS Glue, Snowflake
- Historical Data Analysis: Leveraging 10+ years of historical data for competitive insights
- Migration of over 55 TB of historical data
- Processing of approximately 10+ GB of daily incremental data
- Integration of various data sources: BSP, One Order, Exchange Rates, MIDT, Schedules, NTR, and ATPCO

EMPOWERING MEMBER SELF SERVICE WHILE IMPROVING REVENUE, COST SAVINGS, AND NEW MEMBER ONBOARDING

Since its launch, the Next-Gen Global Data Marketplace has delivered transformative results for the airline association and its partners. Serving over 10,000 users across 110 airlines, it processes 7 million tickets and 7 TB of data daily, generating 5,000 user reports and managing 450 TB of total data. The unified infrastructure has streamlined operations, improving efficiency and reducing maintenance costs. Its flexible design allows rapid development of new functionalities, boosting customer satisfaction and retention.

Looking ahead, planned enhancements like advanced AI/ML models for pricing predictions and expanding the data marketplace will solidify the association's leadership in aviation intelligence, setting a new standard for competitive intelligence and pricing insights in the global airline market.

Consistent Results that Drive Success

10K

Active users across 110 airlines

7M

Tickets analyzed daily

5K

User reports generated daily

450TB

Total data managed

9B

Direct/indirect tickets handled

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Explore what IGT Solutions can do for you.

Visit www.IGTSolutions.com or email us at mktg@igtsolutions.com