

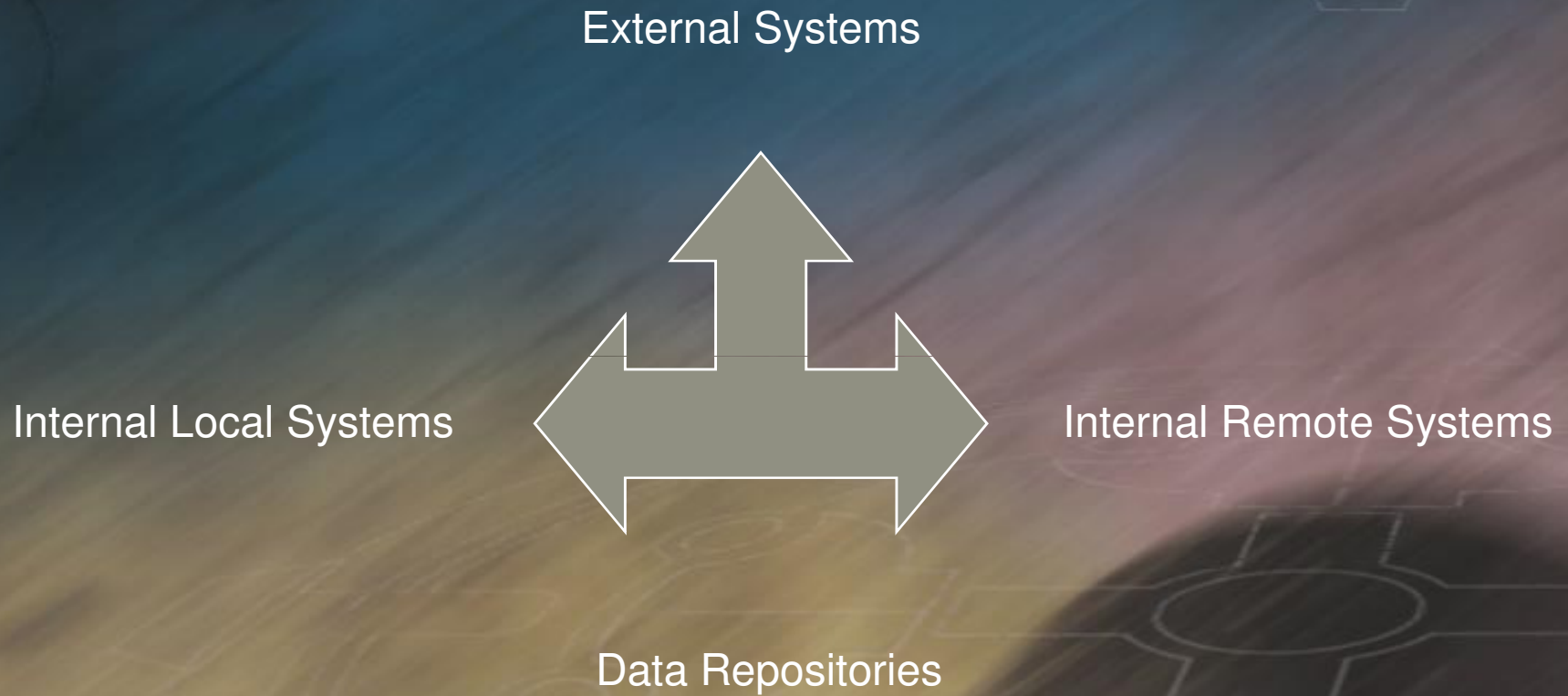
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# **The Enterprise Data Bus**

**- Strategy -**

**A look at Data Flow in the  
Airline Industry**

# Components



# Internal (Local) Systems

- Flight Operations
- Maintenance
- Reservations
- Accounting
- Baggage
- Training
- Scheduling
- Marketing
- Revenue Management
- Yield management
- Executive Dashboard
- Human Resources

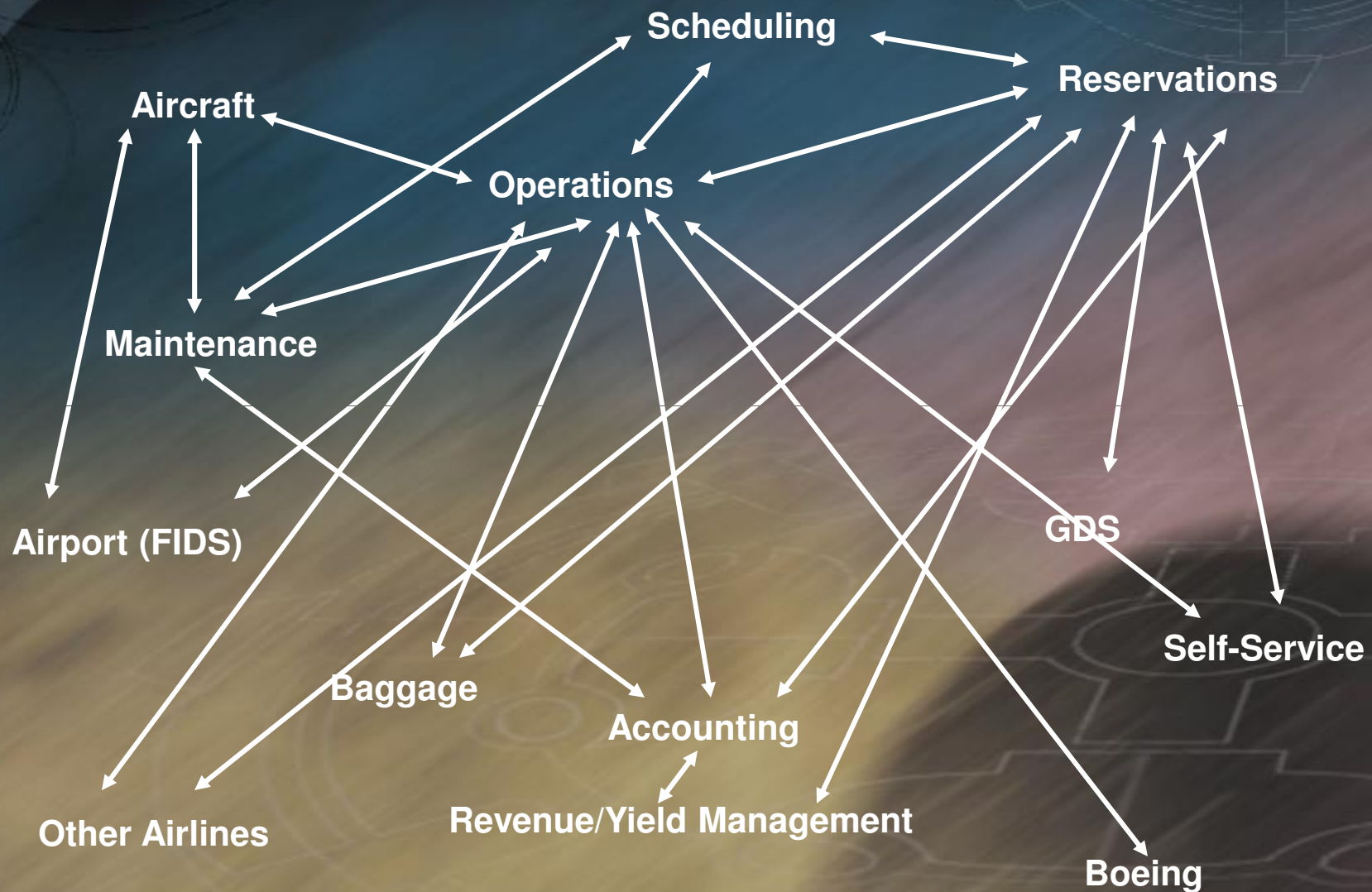
# Internal (Remote) Systems

- Aircraft
- Airports (Back Office)
- Airports (Check-In/Gates)
- Self-Service

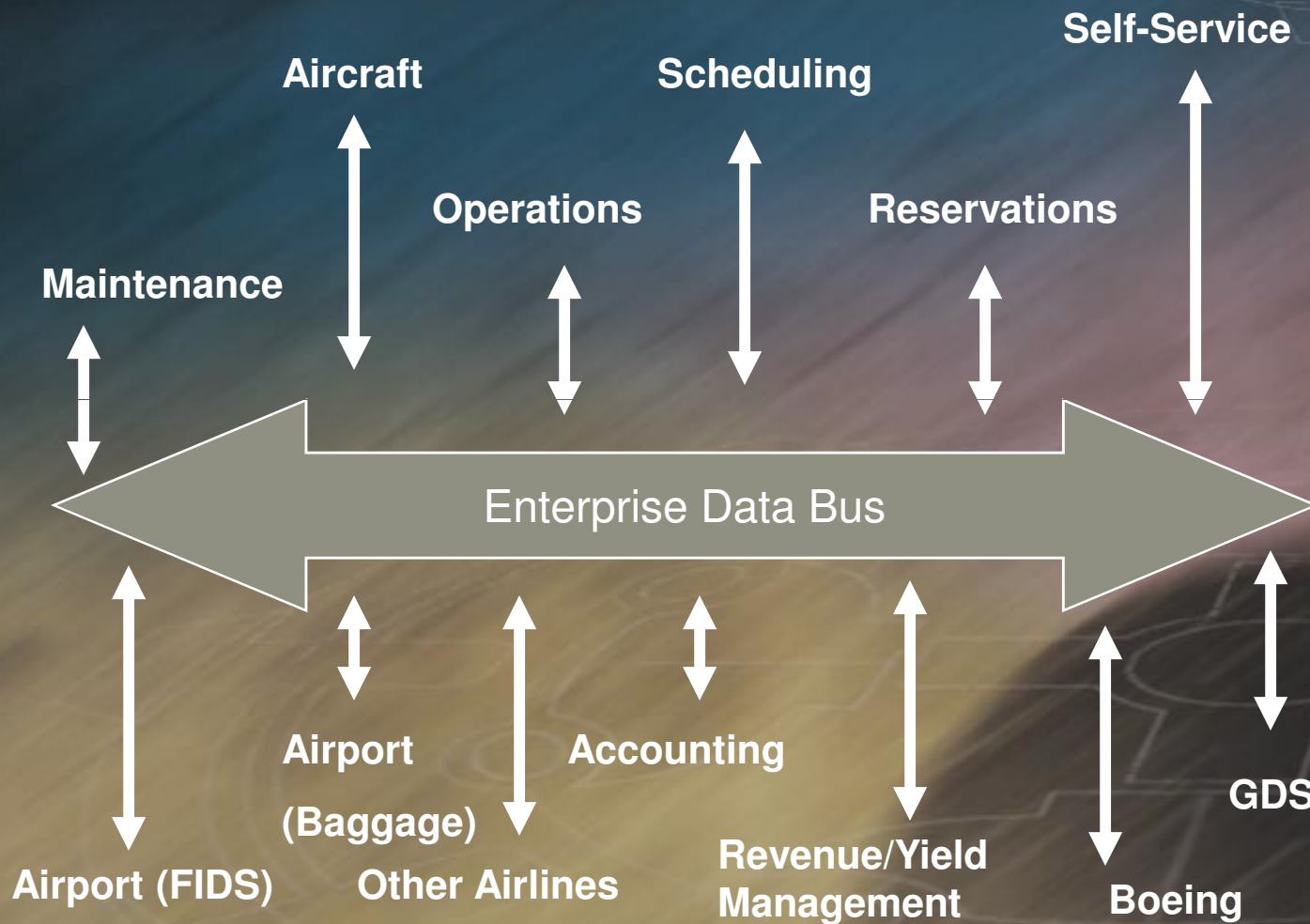
# External Systems

- Aircraft Vendors (Boeing)
- CDN/US Border Security
- Airports (FIDS)
- Airports (Baggage Systems)
- Global Distribution Systems
- Credit Card Authorizations
- Banks
- Engine Maintenance Vendors

# Un-Managed



# Managed



# Enterprise Data Bus

## Components

Messaging Layer

Data Transformation Layer

Integration Layer

## Functionality

Messaging Layer

Data Transformation Layer

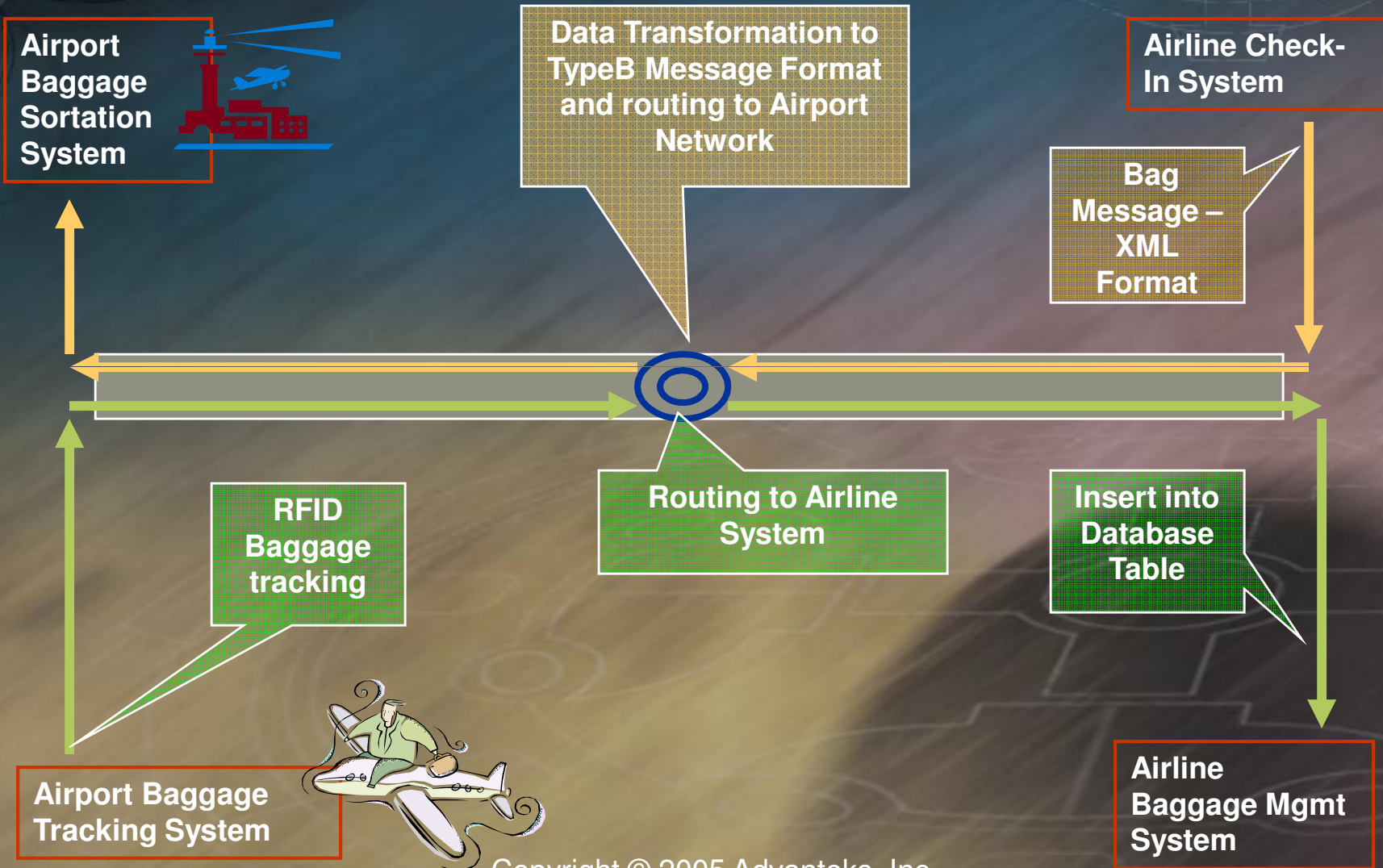
Integration Layer



# Corporate Integration



# Real World Example



# Advantages

- Centralized integration Methodology
- Applications buffered from data transformation issues
- Facilitates tracking of data movement and change

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## **Discussion – Questions?**

**See the next in our series on the Enterprise Data Bus –  
Part 2 - Layers**