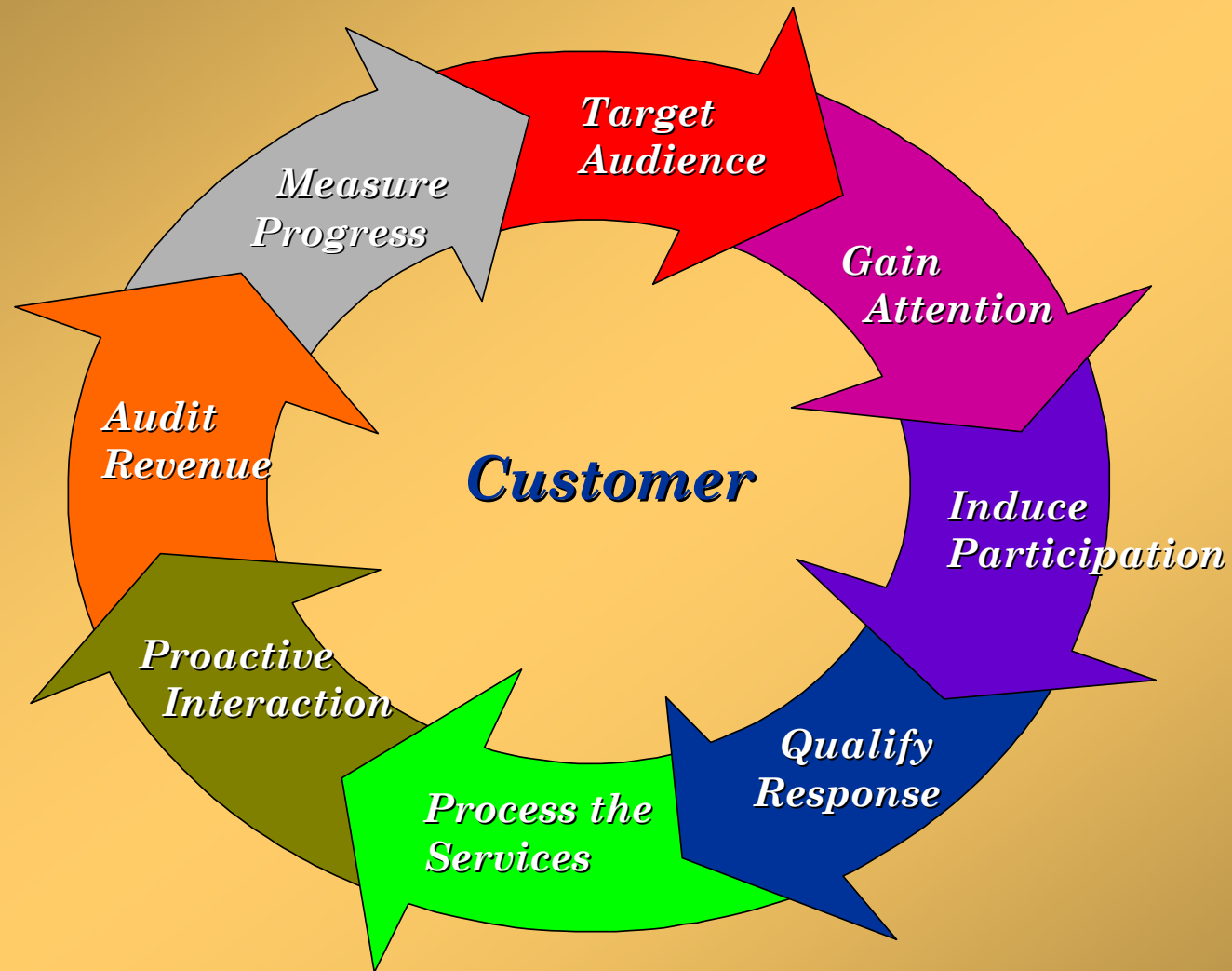


ATTIS 2000

AMERICAS

***THE
NEXT WAVE in
TRAVEL
AUTOMATION ...
RELATIONSHIP
MANAGEMENT***

The Marketing and Communication Model ...



Automating Customer Relationship Management

Who is the Customer...

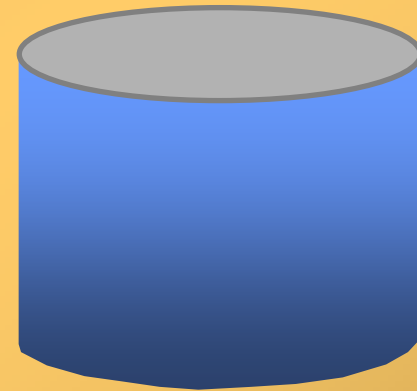
EOP

Let's Talk About People, First ...

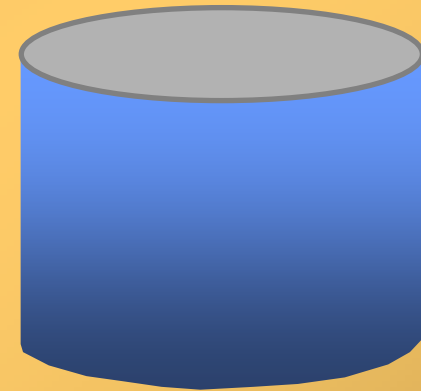
Who is the Customer...



Who is the Customer...



Who is the Customer...



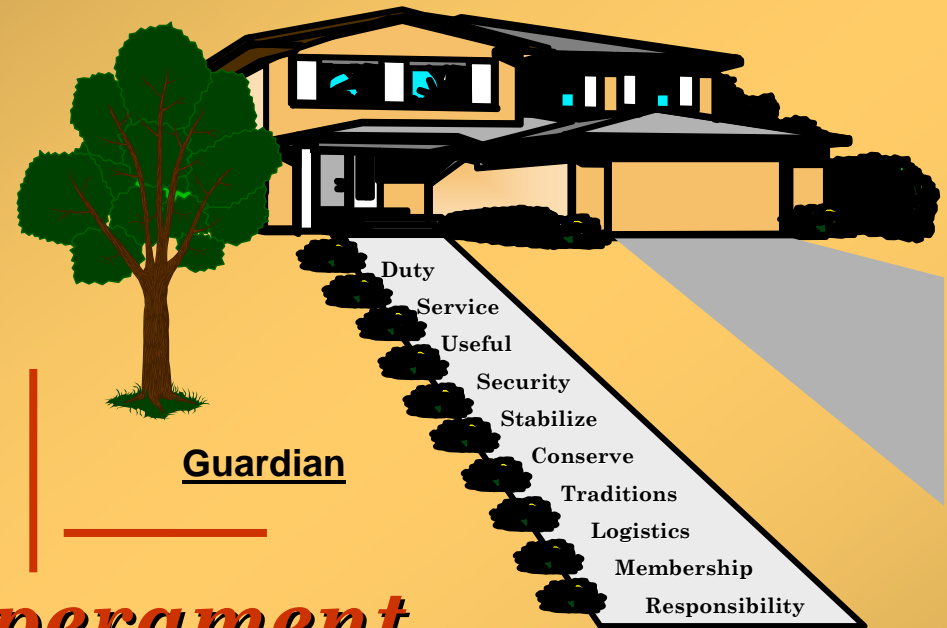
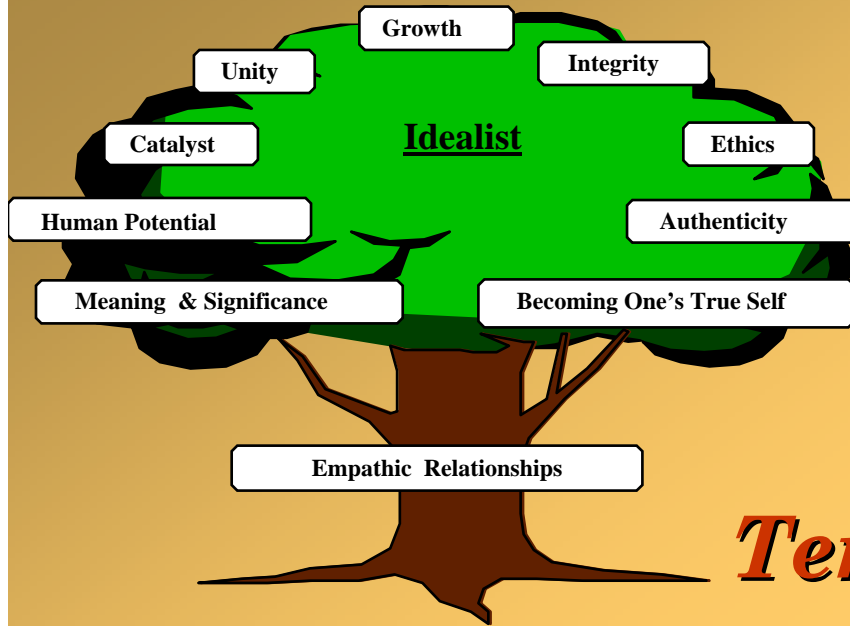
Who is the Customer...



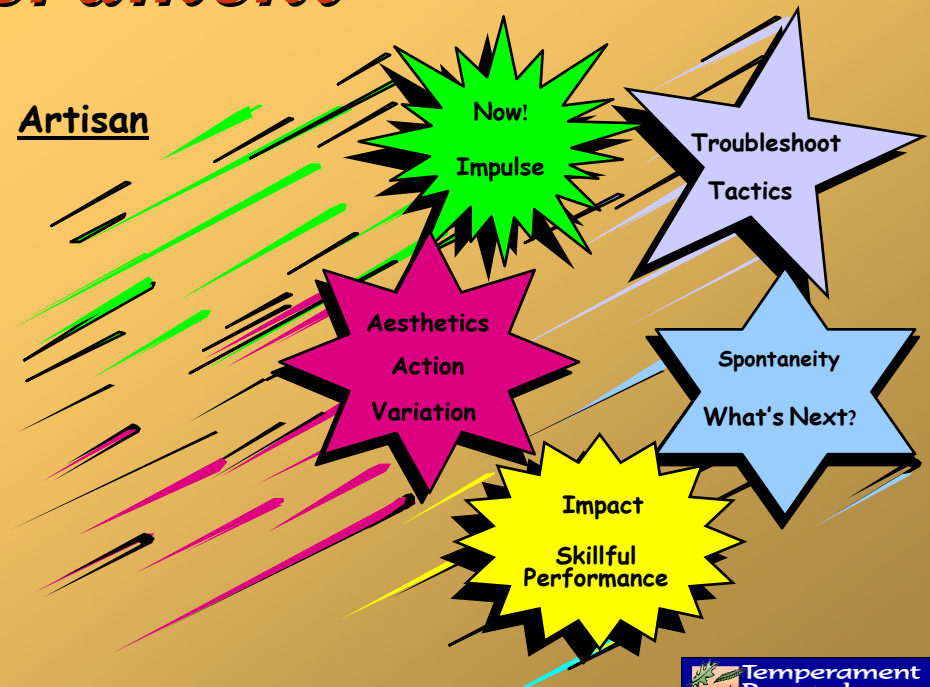
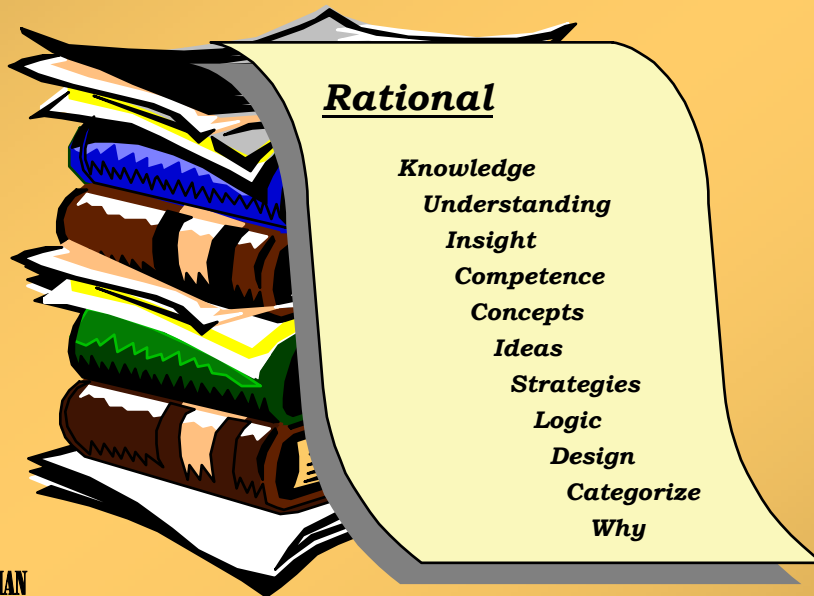
Who is the Customer...



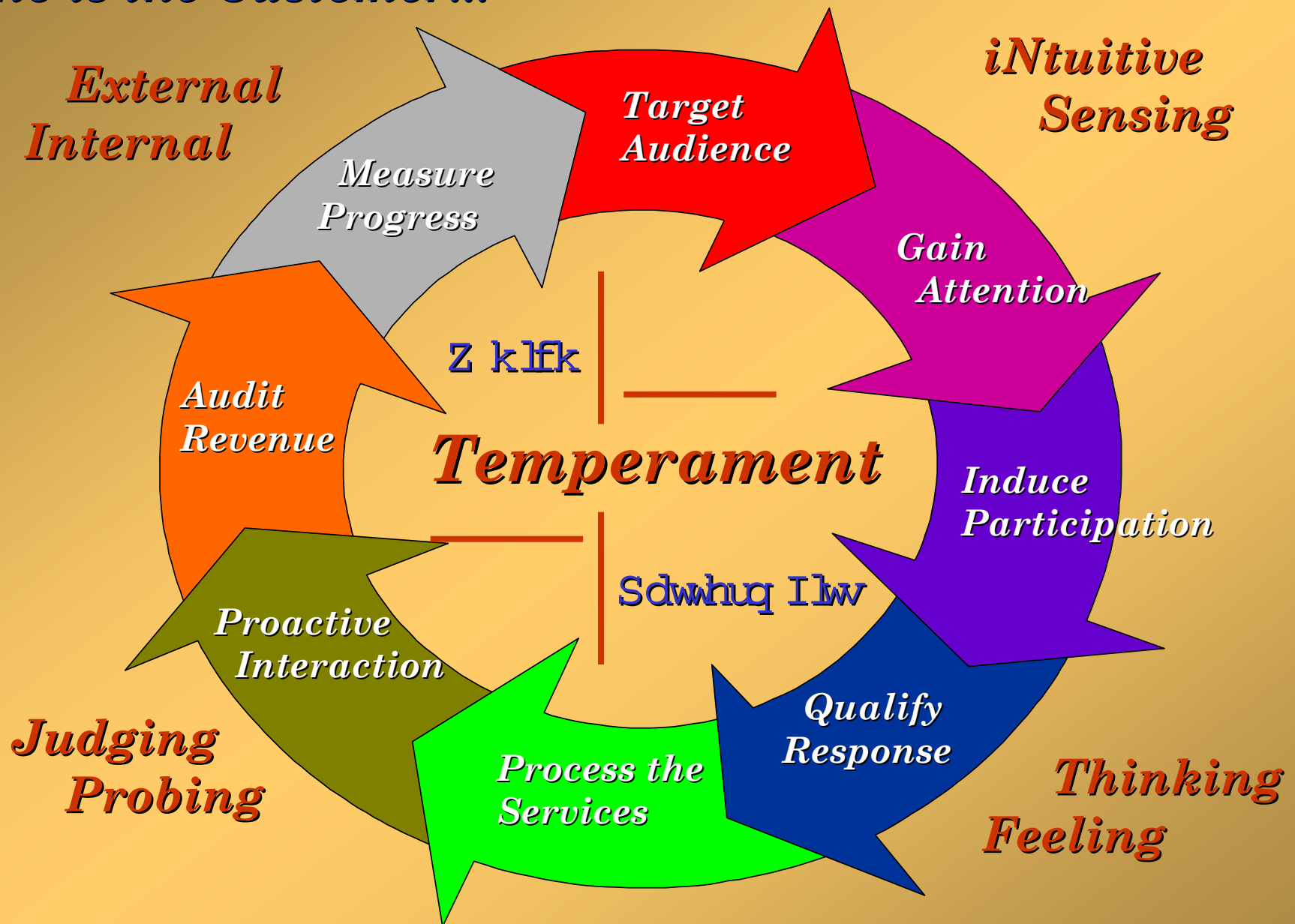
Who is the Customer...



Temperament

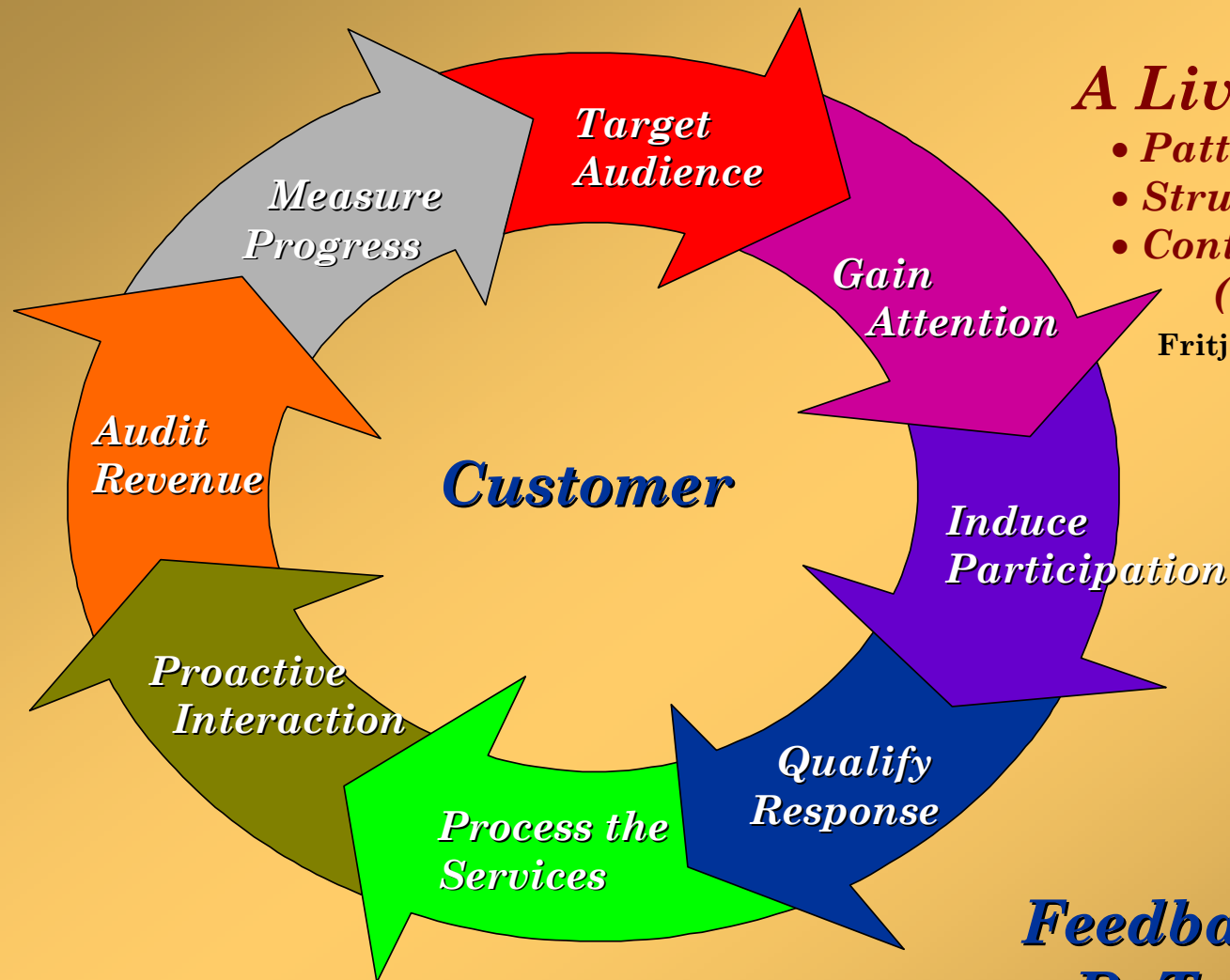


Who is the Customer...



The Same, but NOT the Same

Automation speeds the process



A Living System

- *Pattern of Self-Organization*
- *Structure*
- *Continual Embodiment*
(learning from feedback)

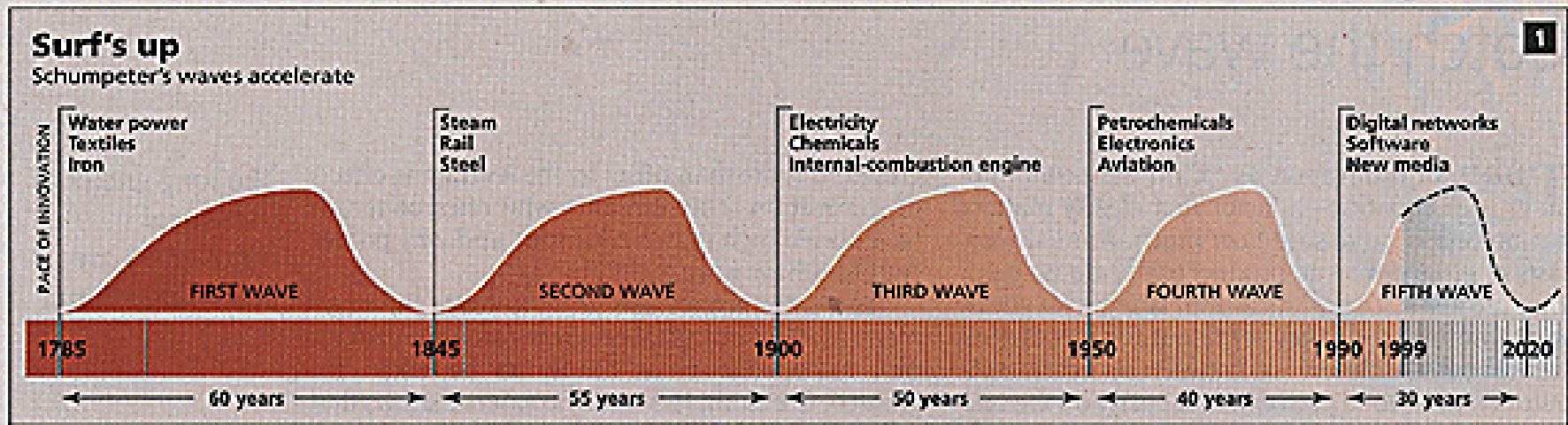
Fritjof Capra "The Web of Life", 1999

Feedback Learning
ReTargeting
Self-Organizing ...

Society and Travel Industry in Transition ...

INFORMATION AGE

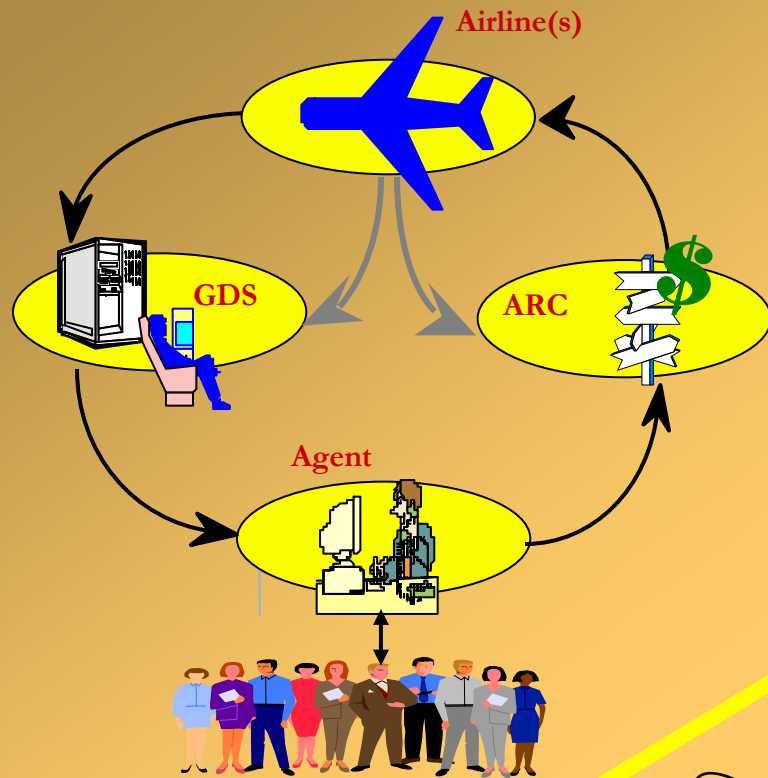
SURVEY INNOVATION IN INDUSTRY



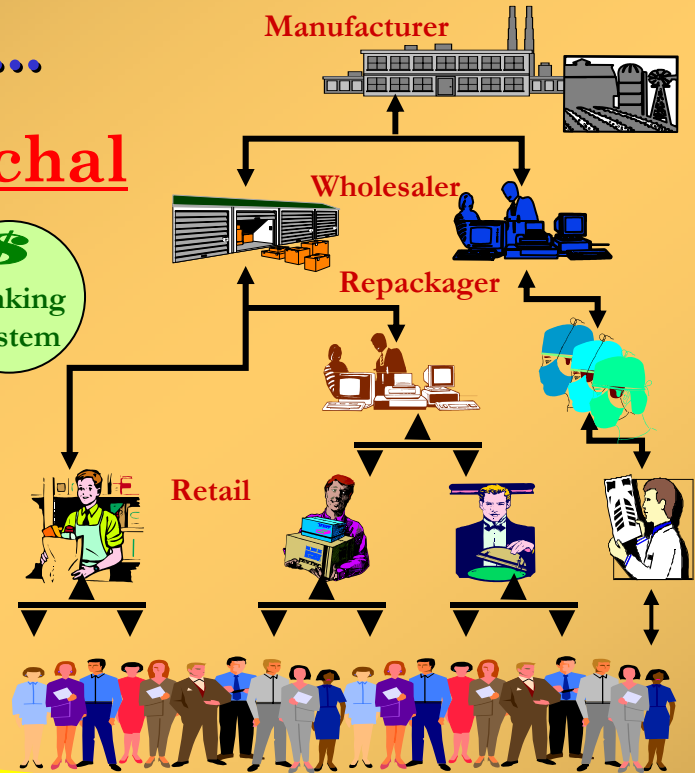
INDUSTRIAL AGE

THE ECONOMIST FEBRUARY 20TH 1999

Travel Distribution in Transition ...



Hierarchal

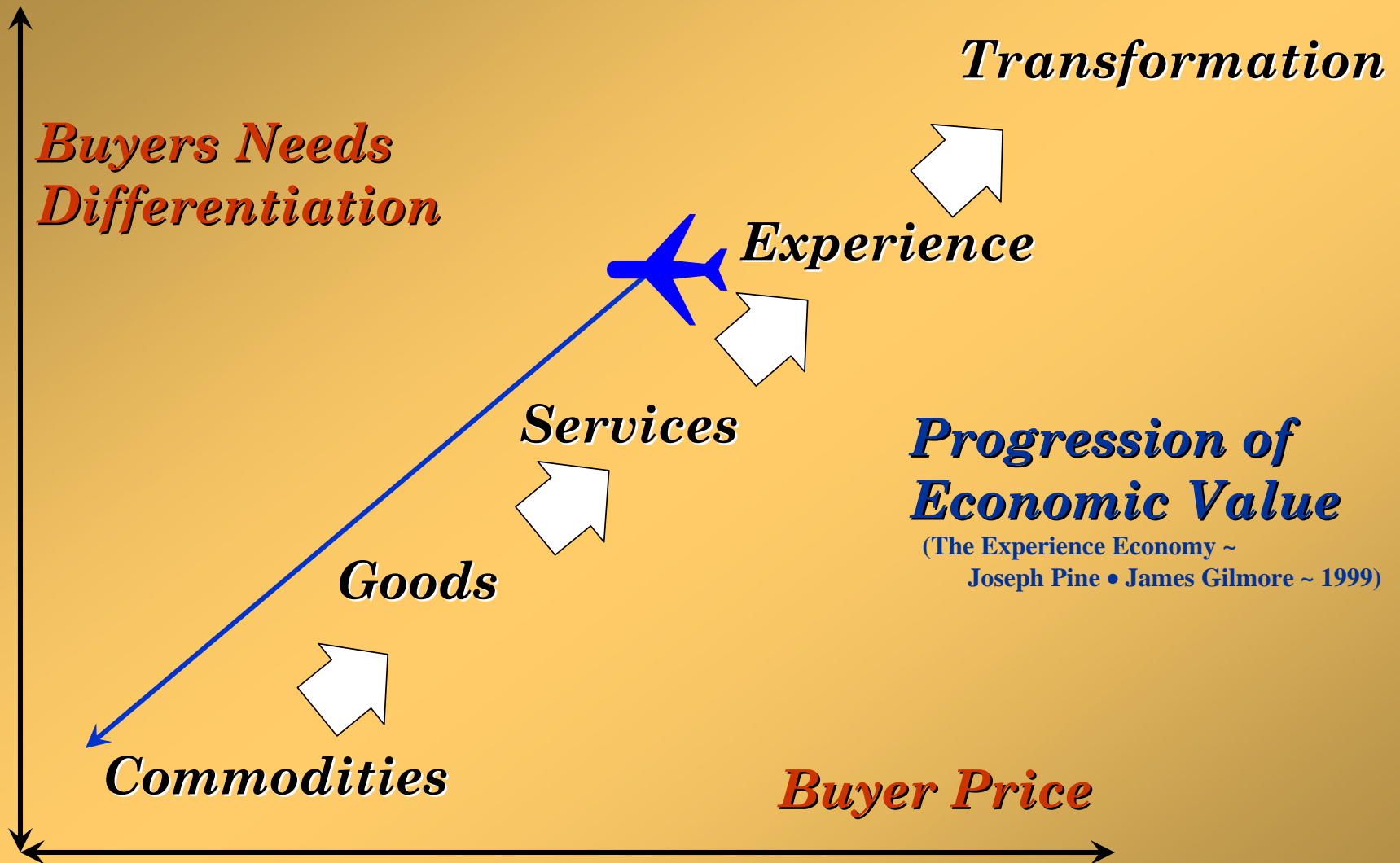


Holistic



Hyperarchy

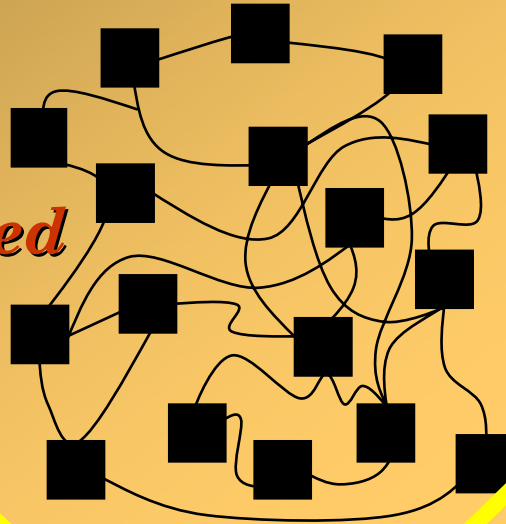
Fundamental Change in Airline Product ...



Alters Competitive Structure ...

New Dynamics...

Speed



Boundaries



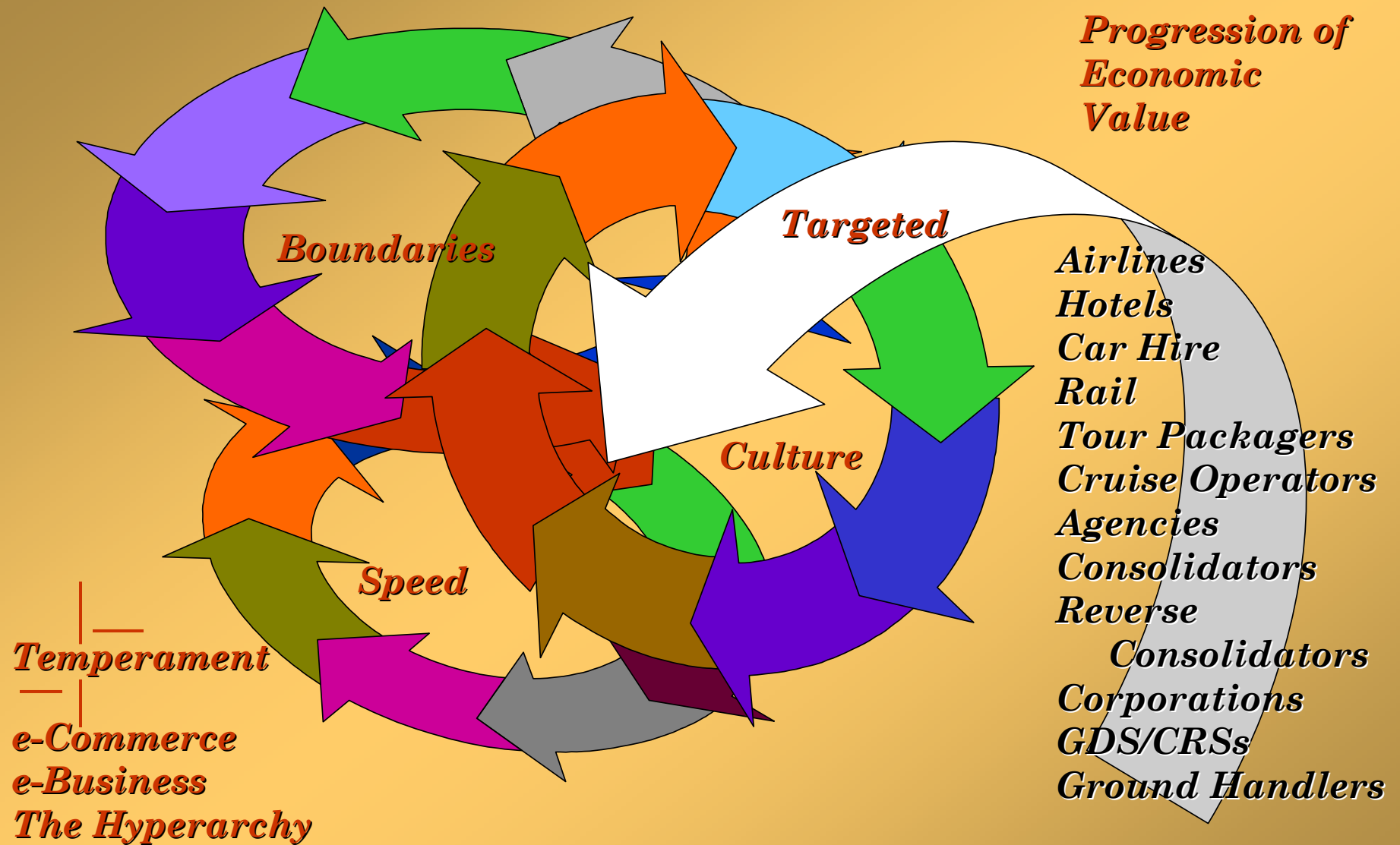
Targeted



Culture & Temperament



Multiple Dynamics ~ Feedback Loops ...



Managing the Unknowable ~ Self-Organizing Chaos

Who is the Customer...

Managing the 80/20 Rule ...

20% Customers

80% Revenue

*But there many
“customers” in
even the 20%...*



***Frequent Flier • Loyalty Programs • Staff Relations
• Vendor Coordination • Outsource Teams ...***

Who is the Customer...

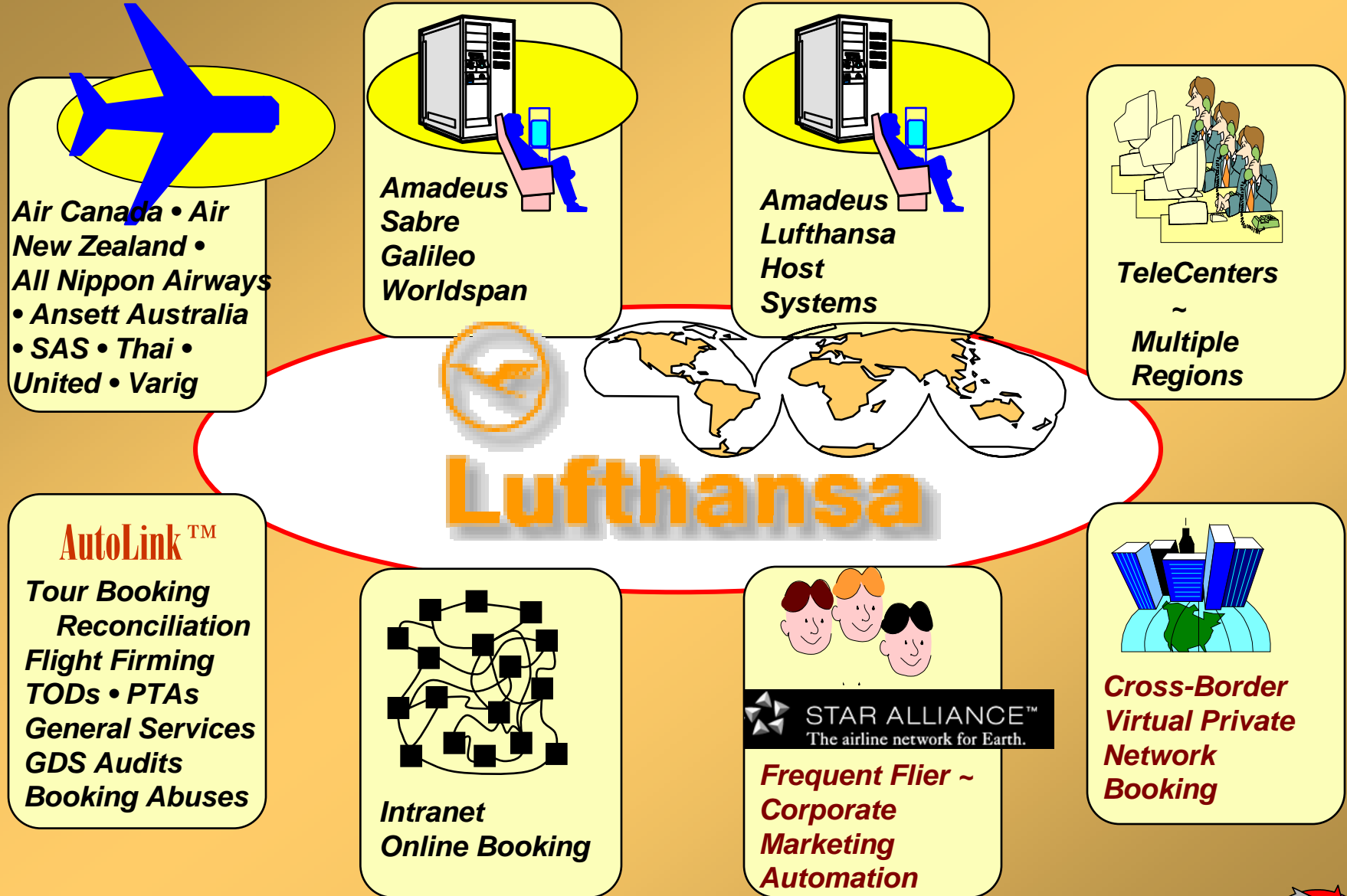
The only way to managed the increasing complexity of these expanded customer relationship factors is through ... automation



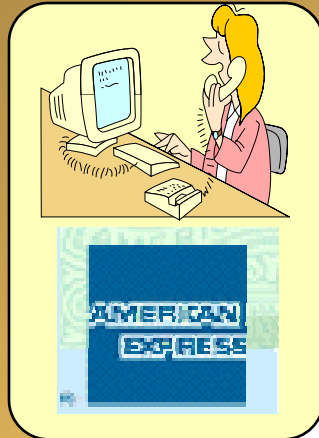
**Hyperarchy's
low cost,
high speed,
two-way,
communication
makes it
possible for
a company
of any size
to manage ...
targeting**

***Frequent Flier • Loyalty Programs • Staff Relations
• Vendor Coordination • Outsource Teams ...***


Boundaries ...



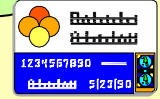
Culture Transition ...




GSA ...
airlines to provide
discount fares for
federal employees...
 (TMD:11 Jan. 99)



Government Accounting

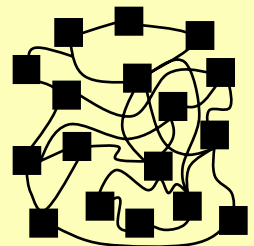


Government Financial Systems

AutoLink™



TRW



Intranet Online Booking



Hotel, Car, Air Database Resource



Gelco Government Network
 Travel solutions for government on the move

Travel Manager
Customer Management



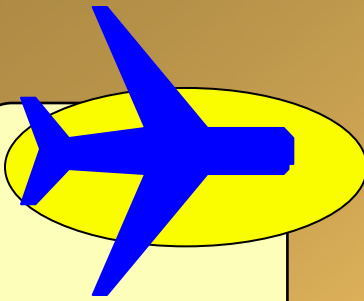

Service Center

“... paperless, automated system that meets the needs of individual travelers ...”

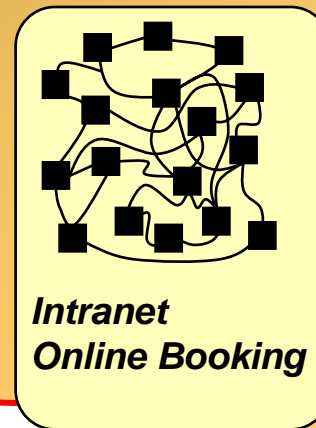
(www.defensetravel.com/dtsweb/home)



Targeted - Niche ...



**4 Airlines
Serving Target
Market
Destinations ...**



**Intranet
Online Booking**



**156-Plus
Travel Agency
Locations**

Central Financial Acceptance Corp

VuelaBarato.com 4 GreatFares.com

Central Travel Network...

AutoLink™

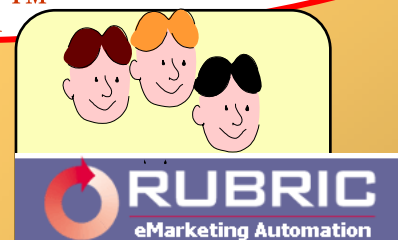
**Banking
System**



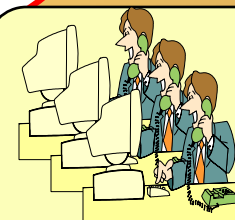
**CFAC
Credit and
Banking
Services ...**

Consolidata Live

**Teamwork
Solutions Ltd.
Private Fares
Database**



**Customer -
Enterprise
Marketing
Automation**



**TeleCenter
~
32 Positions**

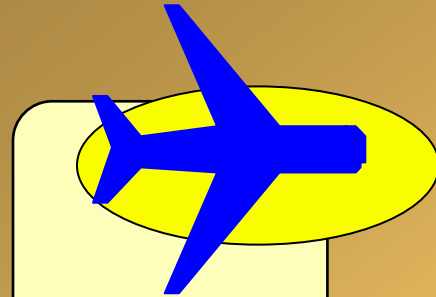
“ ... expect to bid via airline auction for seat inventory

(Tony Fortunato, Presicent, CFAC ~ Sep '99)

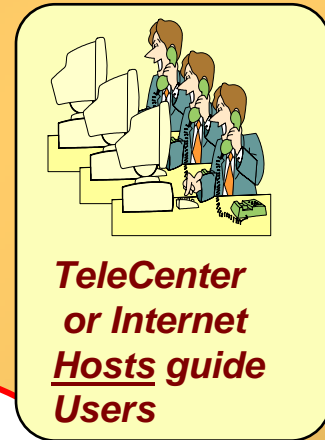
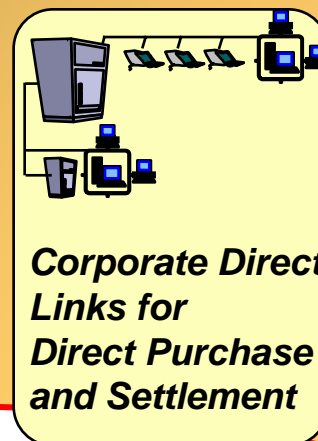
by the year 2002 ...”



High Speed Interactive Information ...



**Vendor Direct
Links for
Direct Purchase
and Settlement**



BTEExchange

IqwhughwSrundo

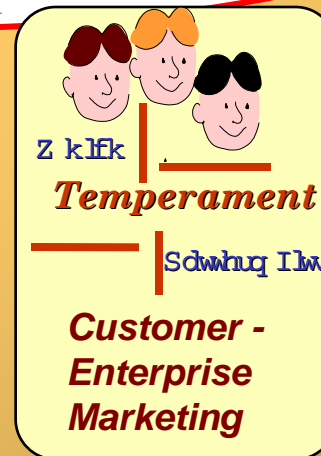
Redefining Corporate Travel Buying Worldwide

AutoLink™

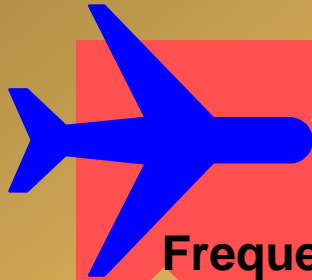
**Banking
System**



**EDIFACT
ACH - Direct
ARC - EFT
Credit Card ...**



Integrated Travel Distribution ...

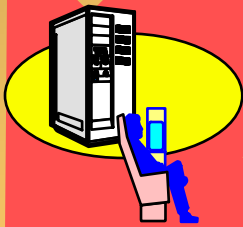


Frequent Fliers



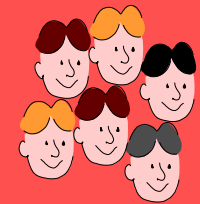
Reverse Consolidators

Risk Distribution • Commodity Re-packaging



**Online Live
Packaging**

Interactive Packagers



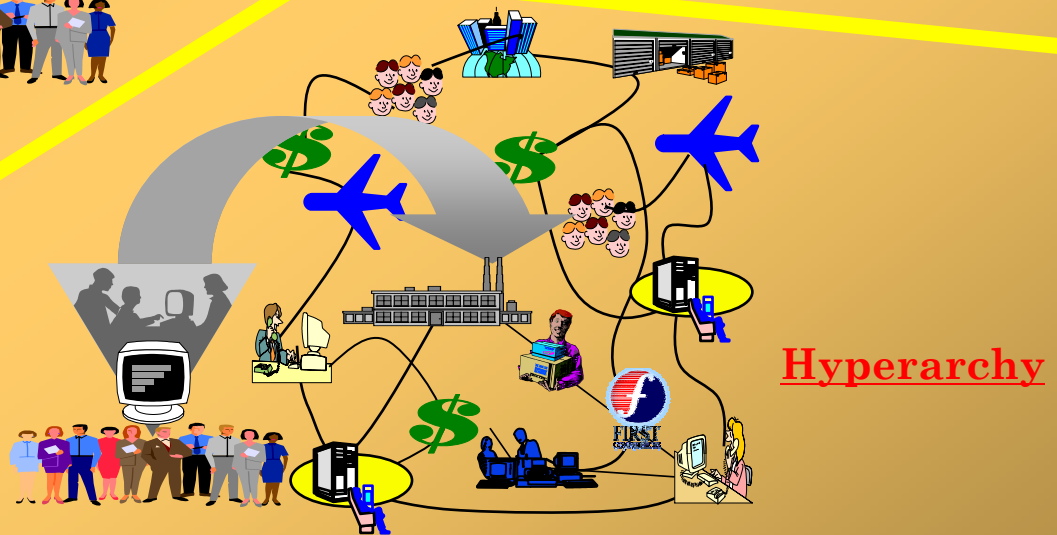
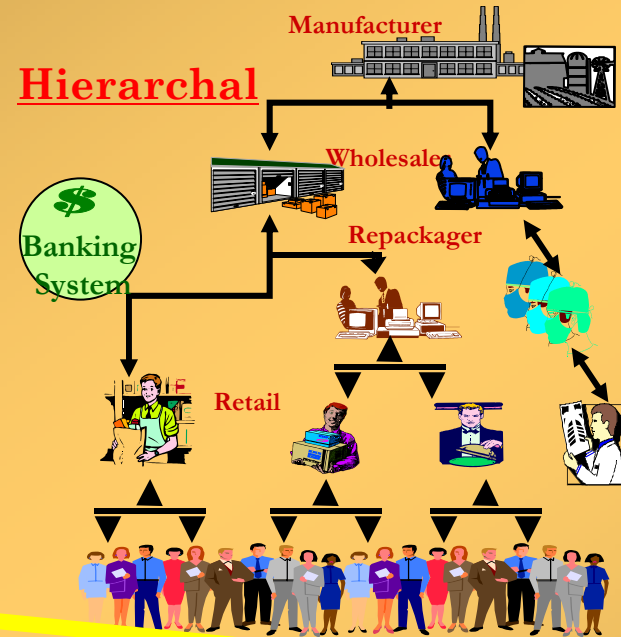
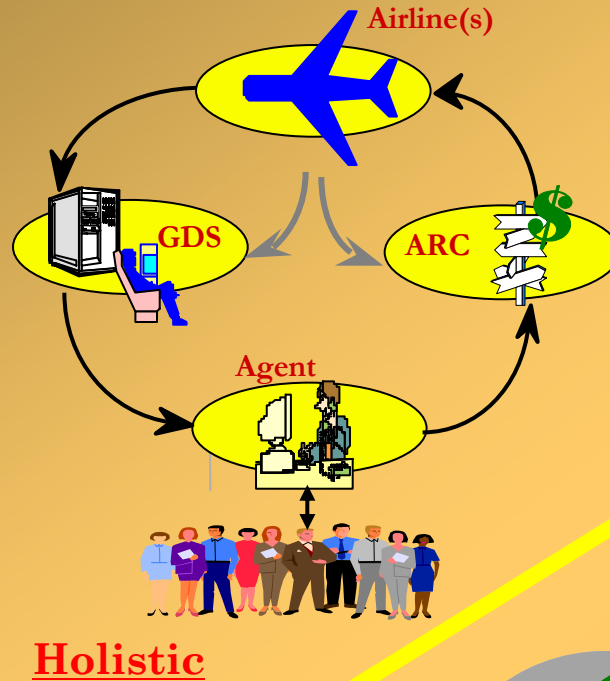
Repackagers



... targeted to specific needs and buyers!

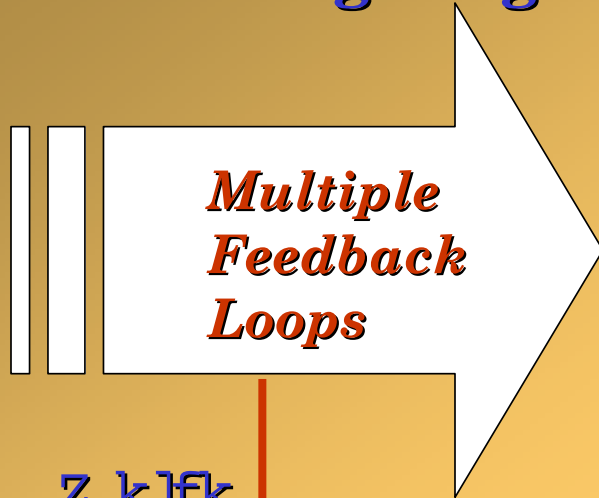
Immediate Challenges ...

*Balancing
Traditional
System(s)
with the
new needs
of the
Internet
Hyperarchy ...*



*De-emphasizing Operations Process' in favor of
New Driver, **Targeted** Customer Relations Management ...*

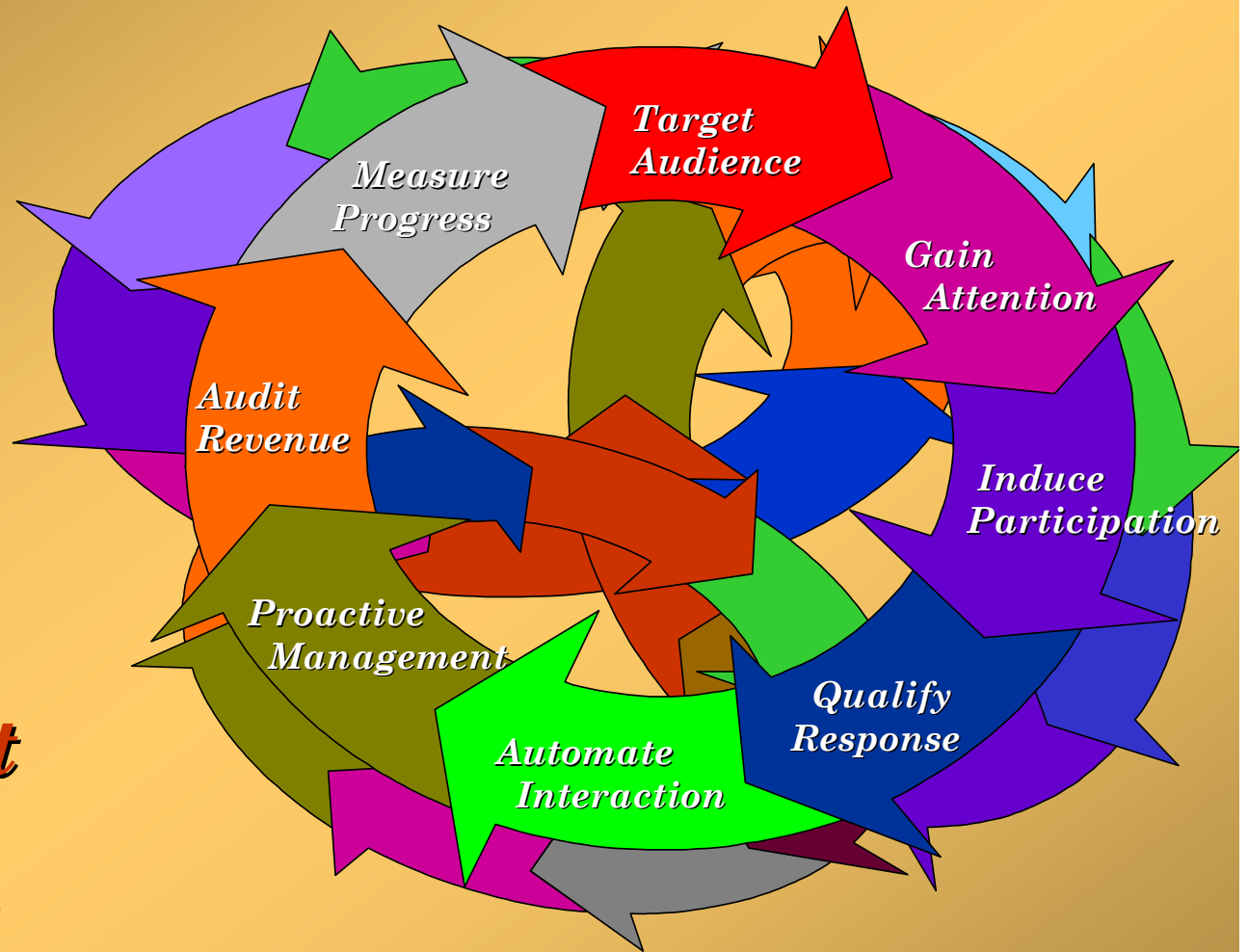
Self-Organizing System
Increasing Speed
Niche Targeting



Z klfk

Temperament

Sdw h u q I l w



The NEXT WAVE in automation ...

*... only automation can ensure the speed
necessary to Target Customer Relations Needs ...*

**THE
EASTMAN
GROUP, INC.**

Thank You!

**Travel Software Productivity Tools
Technology Consultants
2280 University Drive
Suite 104
Newport Beach, CA 92660-3328
USA**

**949/574-1505 : Fax/574-8369
reastman@eastmangroup.com
www.eastmangroup.com**



www.tri-network.com