

ATTIS 2001 Americas

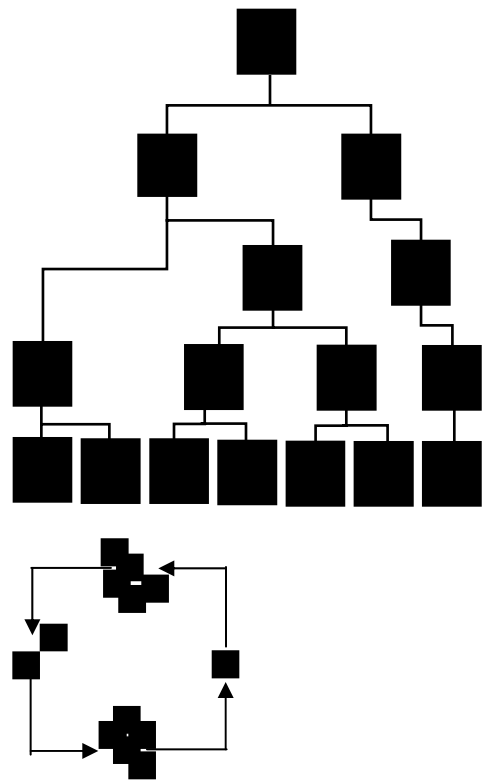
The Conferences and Exhibition for
Air Transport and Travel Information Systems

Supply-Driven to Demand-Driven Distribution ...

Richard Eastman
President
The Eastman Group, Inc.

Challenges are Opportunities ...

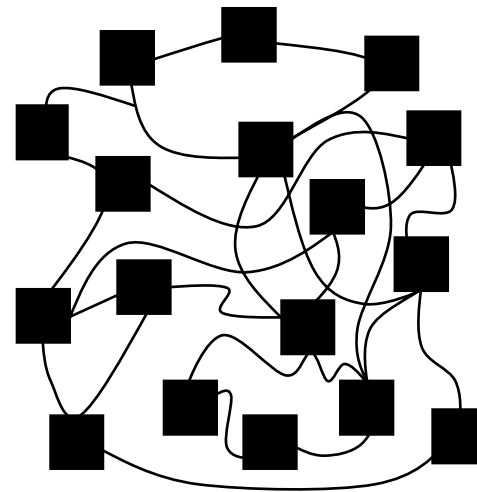
Industrial Age



Information flows from Vendor(s) through controlled distribution channels to buyers ...

- *Supplier-Driven Distribution*

Information Age



Information flows digitally and can be shared by everyone ... distribution becomes interactive...

- *Demand-Driven Distribution*

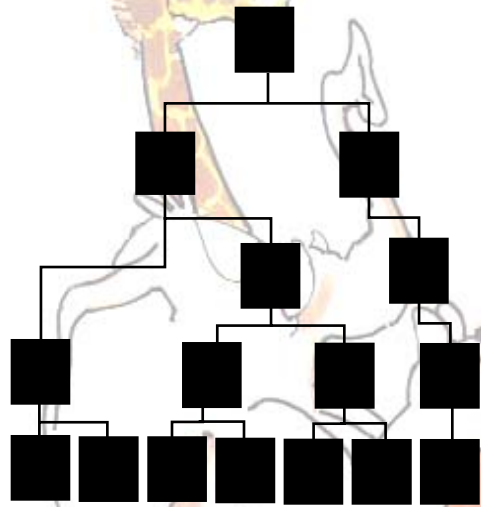


CHALLENGES ARE SIMPLY OPPORTUNITIES
WITH THE WRAPPING STILL ON

ROBERT MARY

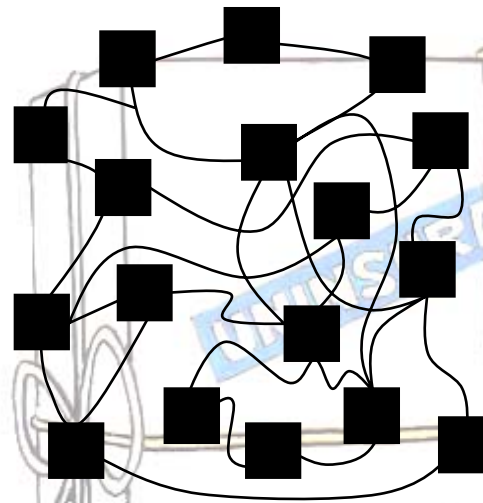
Challenges are Opportunities ...With Wrapping

Supply-Driven
Hierarchical



Industrial
Manufacturing
World Economies
Corporations

Demand-Drive
Hyperarchy



Agrarian
Information
Niche Economies
Networks

Communication is changing the way people relate to one another

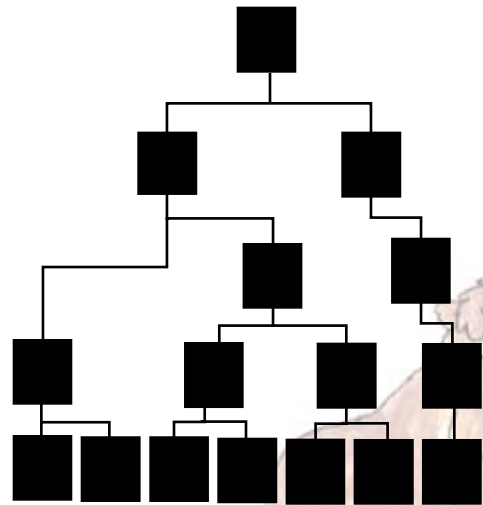


CHANGE PERSPECTIVE... IT MIGHT JUST FEEL GOOD!

ROBERT MARBLE ©

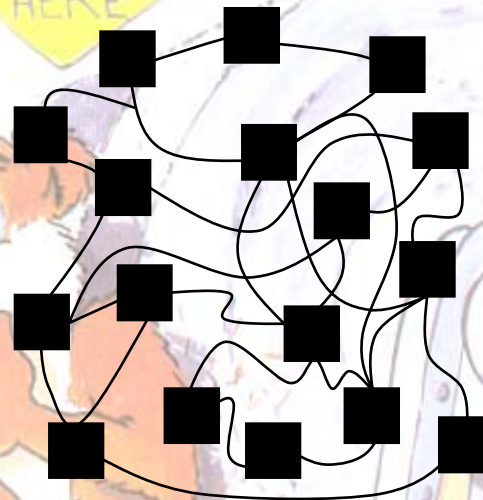
Change Perspective ... It Just Might Feel Good

Supply-Driven
Hierarchical



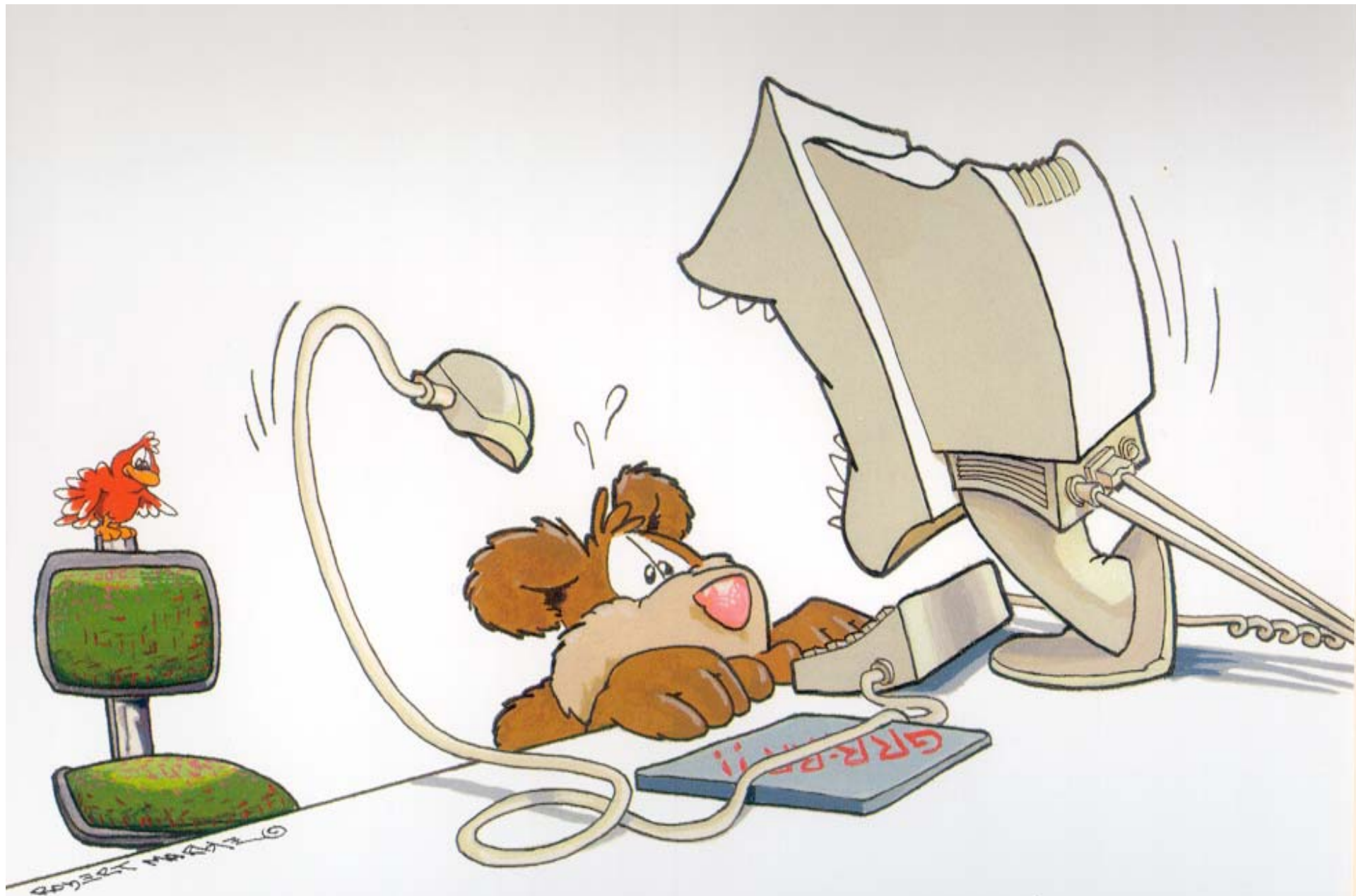
Structured
One-Way
High Cost
Supplier Guess

Demand-Drive
Hyperarchy



Relational
Bi-Directional
Low Cost
Customer Feedback

Information is changing the way people relate to one another

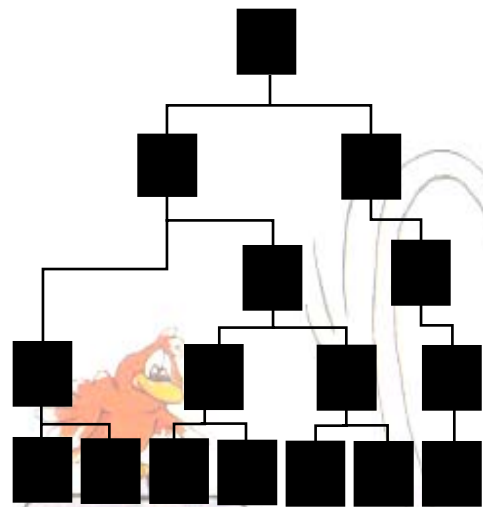


IT CAN SENSE . . . YOUR FEAR !

ROBERT MANKOFF

It (Technology) Can Sense Your Fear ...

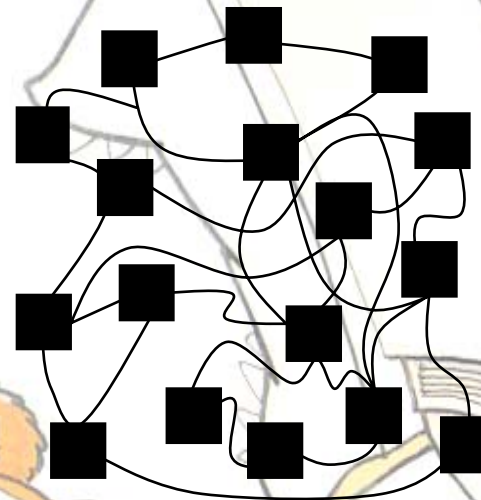
***Supply-Driven
Hierarchical***



**Centralized
Closed**

**Too Little Information
Human Transactions**

***Demand-Drive
Hyperarchy***



**Distributed
Open**

**Too Much Information
Transparent Transactions**

Technology is changing the way people relate to one another

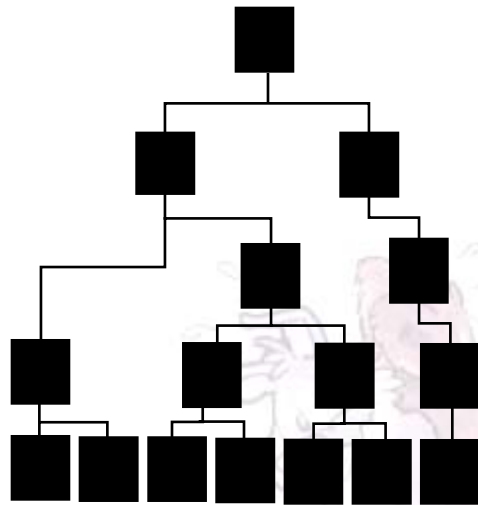


FACE YOUR FEARS...
THEY ARE NEVER AS BAD AS THEY SEEM.

Roger Mayhew

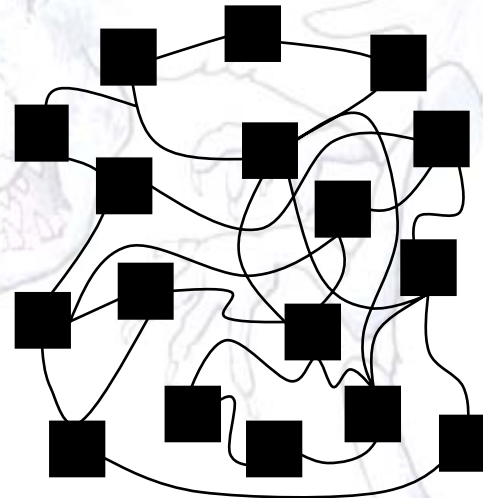
Face Your Fears ... Never As Bad As They Seem

Supply-Driven Hierarchical



**Culture
Habits
Existing Processes
Government(s)**

Demand-Drive Hyperarchy



**Cost
Change
New Solutions
Buyer Needs**

Functions are changing the way people relate to one another



Aerobearly ... Aerobearly

Supply-Driven Hierarchical

Demand-Drive Hyperarchy

Transitioning Human Knowledge skills

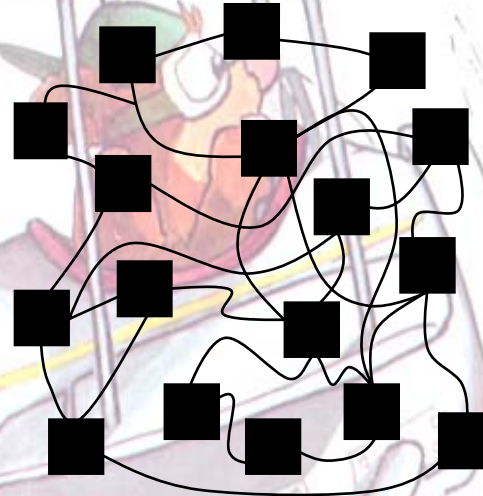
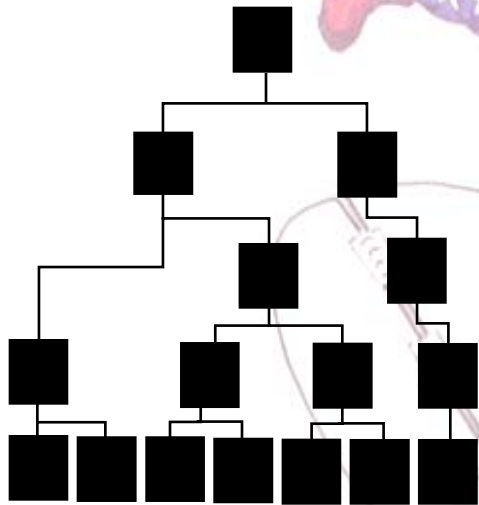
Transitioning Culture skills

Interactive Packaging of Commodity Products

New Evolving Vendor/Buyer Relationships

People are changing in the way people relate to one another

Demand-Drive Hyperarchy



Transitioning Culture skills

Interactive Packaging of Commodity Products

New Evolving Vendor/Buyer Relationships

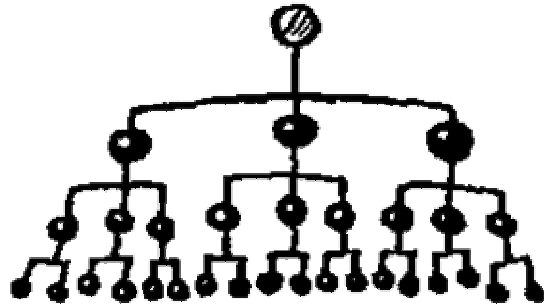
People are changing in the way people relate to one another



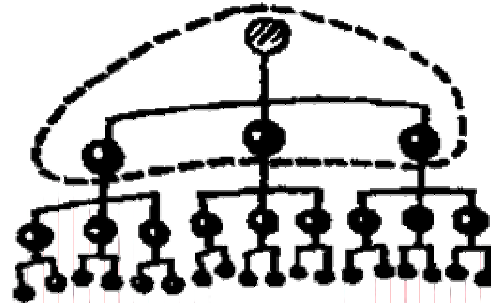
HEY, WE'RE DIFFERENT!
ROBERT MARKLE

Hey ...We're Different

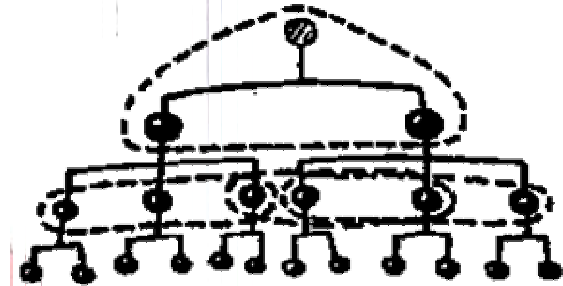
From “Imagization : Gareth Morgan©1997



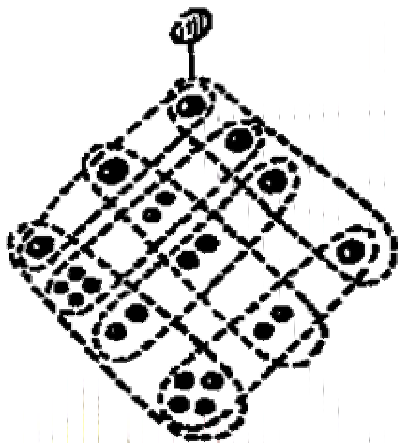
Model 1: The Rigid Bureaucracy



Model 2: The Bureaucracy With a Senior “Management Team”



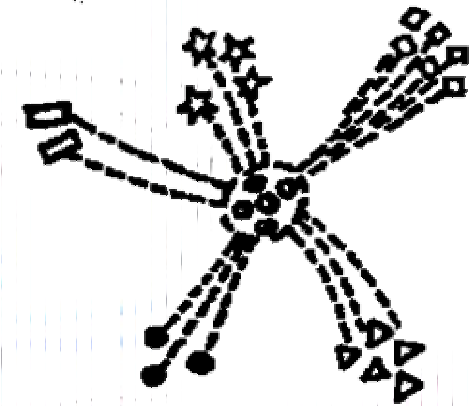
Model 3: The Bureaucracy With Project Teams and Task Forces



Model 4: The Matrix Organization



Model 5: The Project Organization



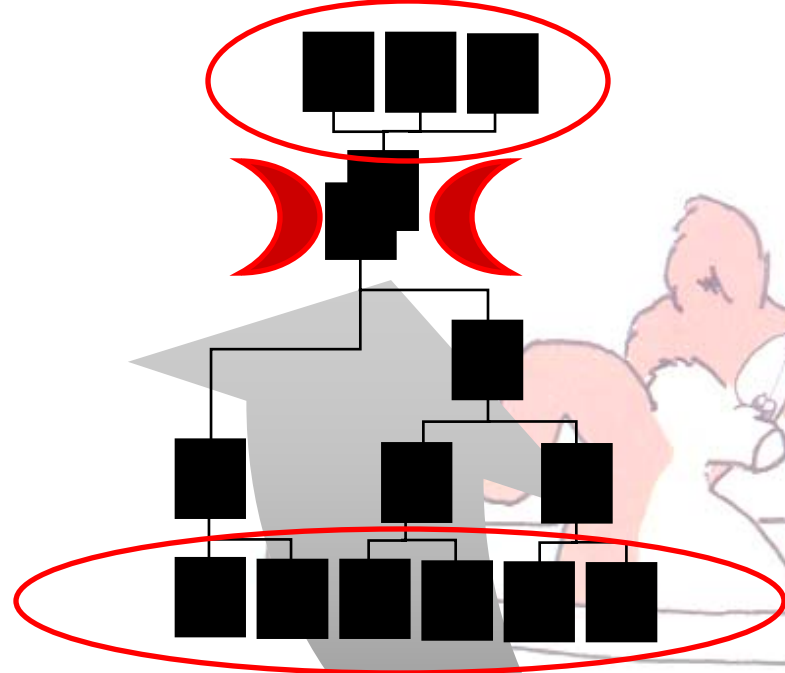
Model 6: The Loosely-Coupled Organic Network

HEY, WE'RE DIFFERENT!

Structures are changing the way people relate to one another

Hey ...We're Different

Airline Distribution



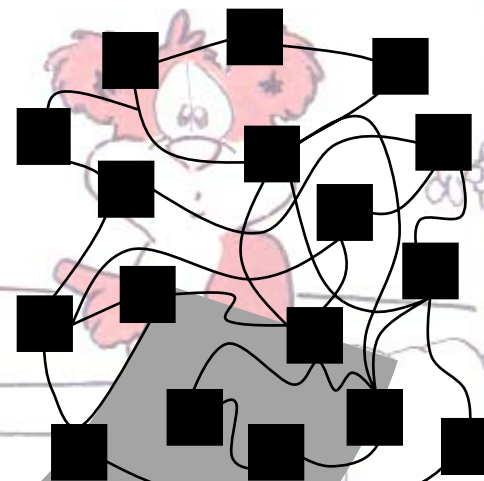
200,000 Agents

1,000 Airlines

4 Primary GDSs

135,000,000 U.S. – 375,000,000 World

Internet Users

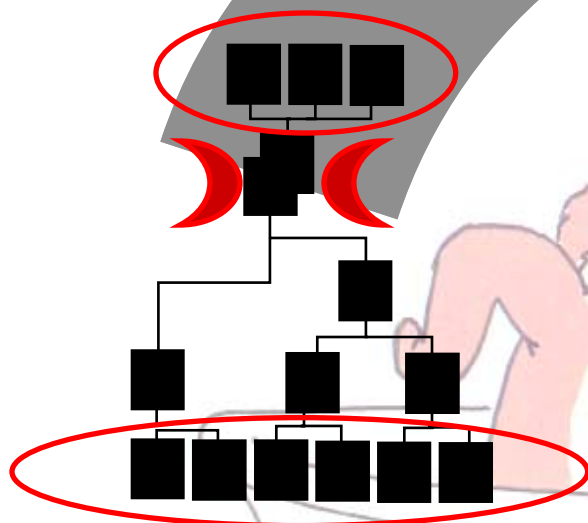


Demand is changing the way people relate to one another

Hey ...We're Different

Airline Distribution

Information Hyperarchy

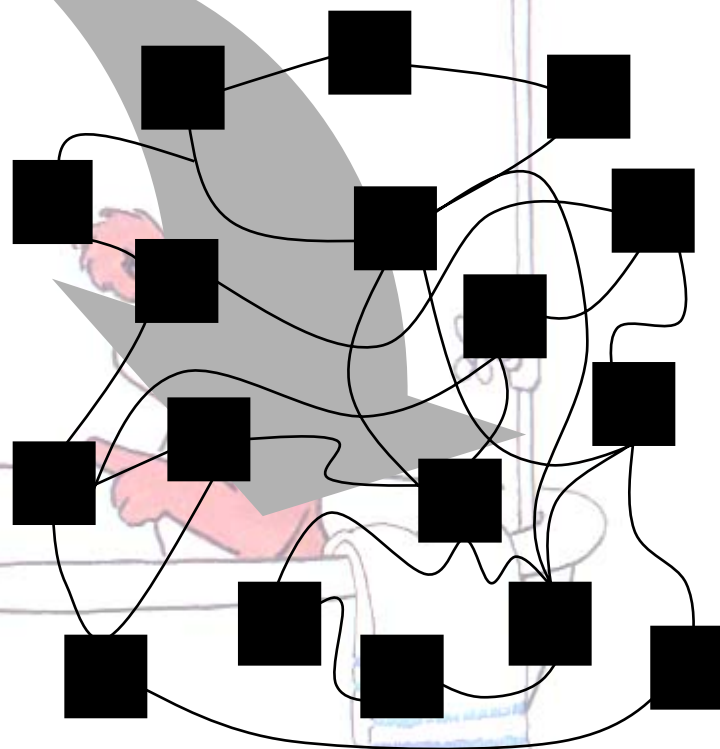


200,000 Agents

1,000 Airlines

4 Primary GDSs

135,000,000 U.S. – 375,000,000 World



Society is changing the way businesses relate to one another

Hey ...We're Different

Information Age

*Information
flows digitally
and is shared
by everyone...
distribution
becomes
transparent...*

Humans Drive Technology

Buyers Drive Suppliers

Operations Integrate with Distribution

Context More Important than Content

Society is changing the way people distribute airline seats!!!



Challenges are Opportunities

Change Perspective



Sense Fears



Face Fears



“Bearly” Flying

We’re Different



**THE
EASTMAN
GROUP, INC.**

Thank You!

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www.eastmangroup.com**

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