
UGI Committee

Every industry player has core transactions to be managed.

This committee has re-launched an idea of a unique global identifier (UGI) that would be used by our industry to leave footprints on transactions, such as sell/stay, content, financial, etc, and promote seamless and open identification allowing everyone track these transaction throughout their life cycle.

UGI Committee Agenda

- UGI Introduction
- Next steps
- Survey summary – Sponsorship
- Preliminary Identified Costs and Benefits

“brainstorm ideas how UGIs could be used to increase trade and revenue and become an identification standard in our industry.”

UGI



-
- A Unique Global Identifiers (UGI) is a unique reference number to identify and provide information, Attributes and relationship (Links) information about operational units that produce transactions in our industry.

Unlike Attributes and Links, the UGI would not change over the life of an operational unit.

Why Now ?

The technology is here, **Our industry needs more intelligence to increase the flow of trade and revenue on a global basis.** Electronic distribution is only as valuable as the information provided.

UGIs provide a way to substantially increase the quality and prevalence of information.

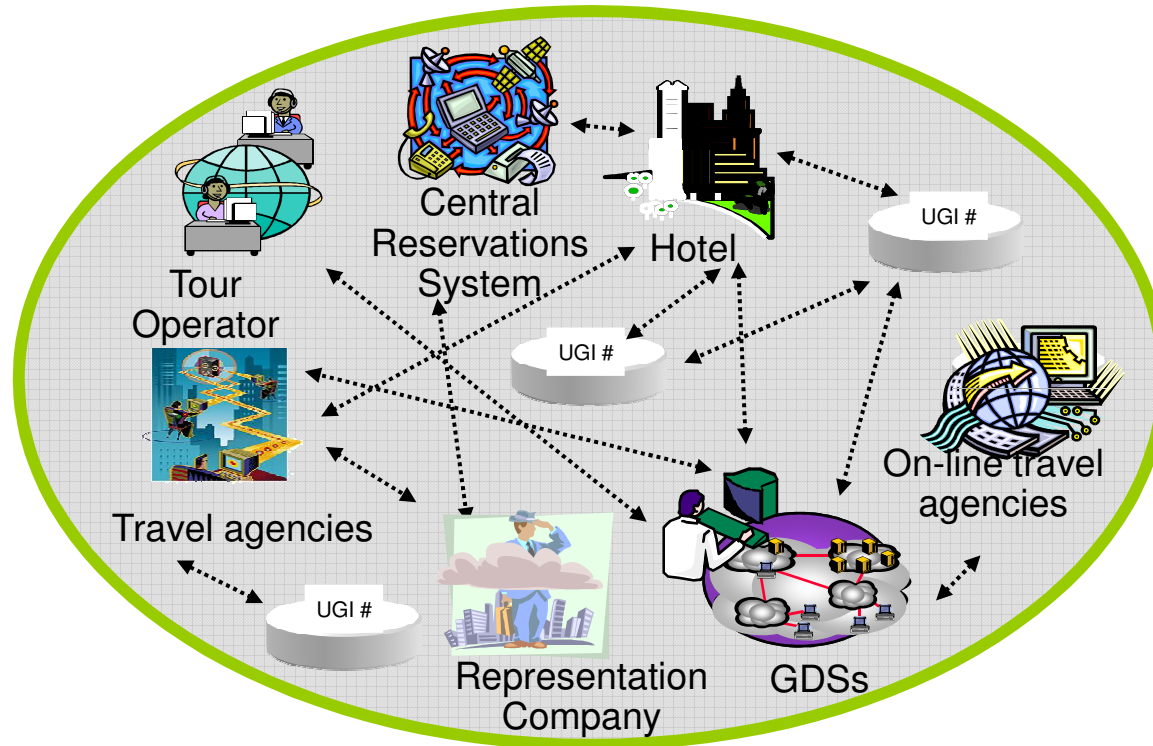


HEDNA

Hotel Electronic Distribution
Network Association

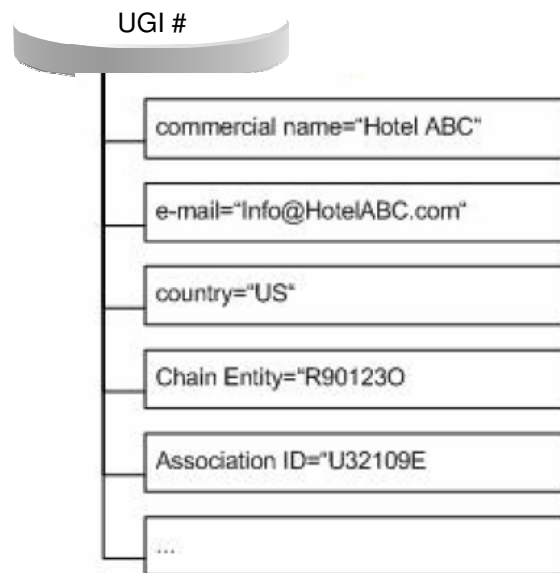
Who gets a UGI

Any operational unit of a company can register for an UGI identifier.



The list goes on: Associations, Destination Management Companies, Wholesalers, CRSs, Switches, Self booking tools, Group management companies, Content providers, even non-traditional entities such as credit card companies, banks.

How does your company use UGIs



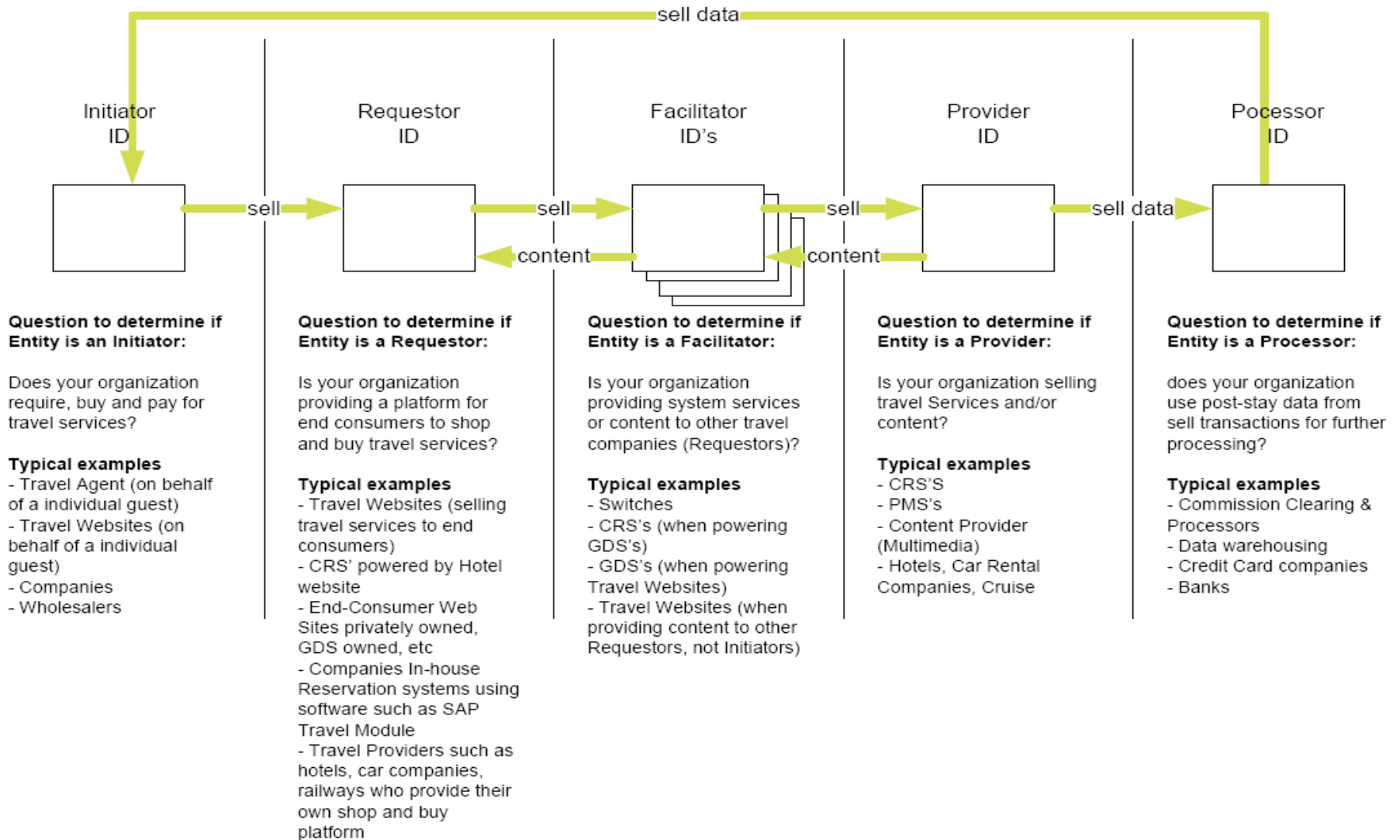
Once you have a UGI **you insert your UGI footprint on all transactions you make.**

Your footprint stays with that transaction and can be reference by all entities to properly identify your organization's operational unit.

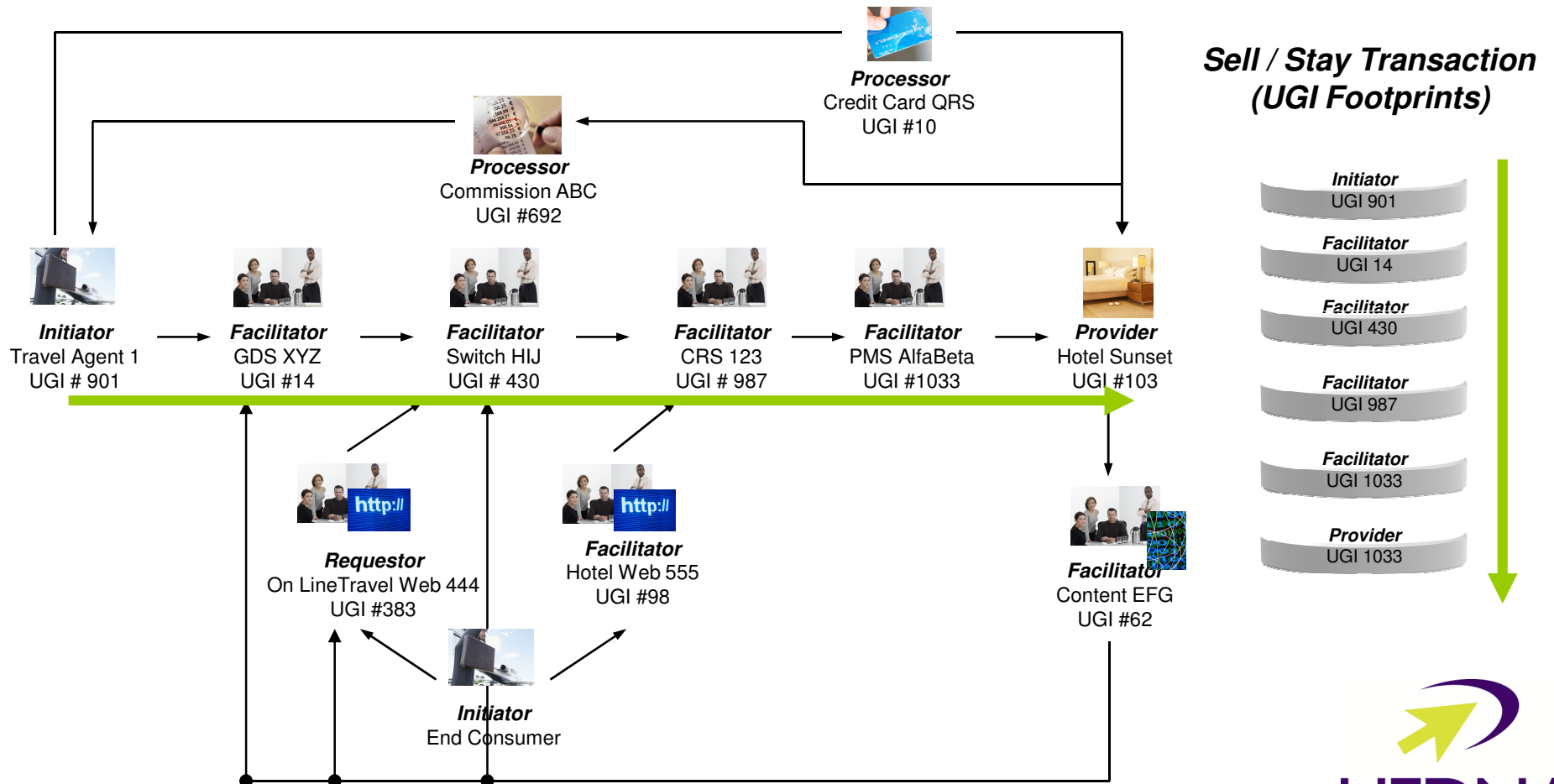
Your attribute and link relationship information can be easily accessed.

UGI Roles

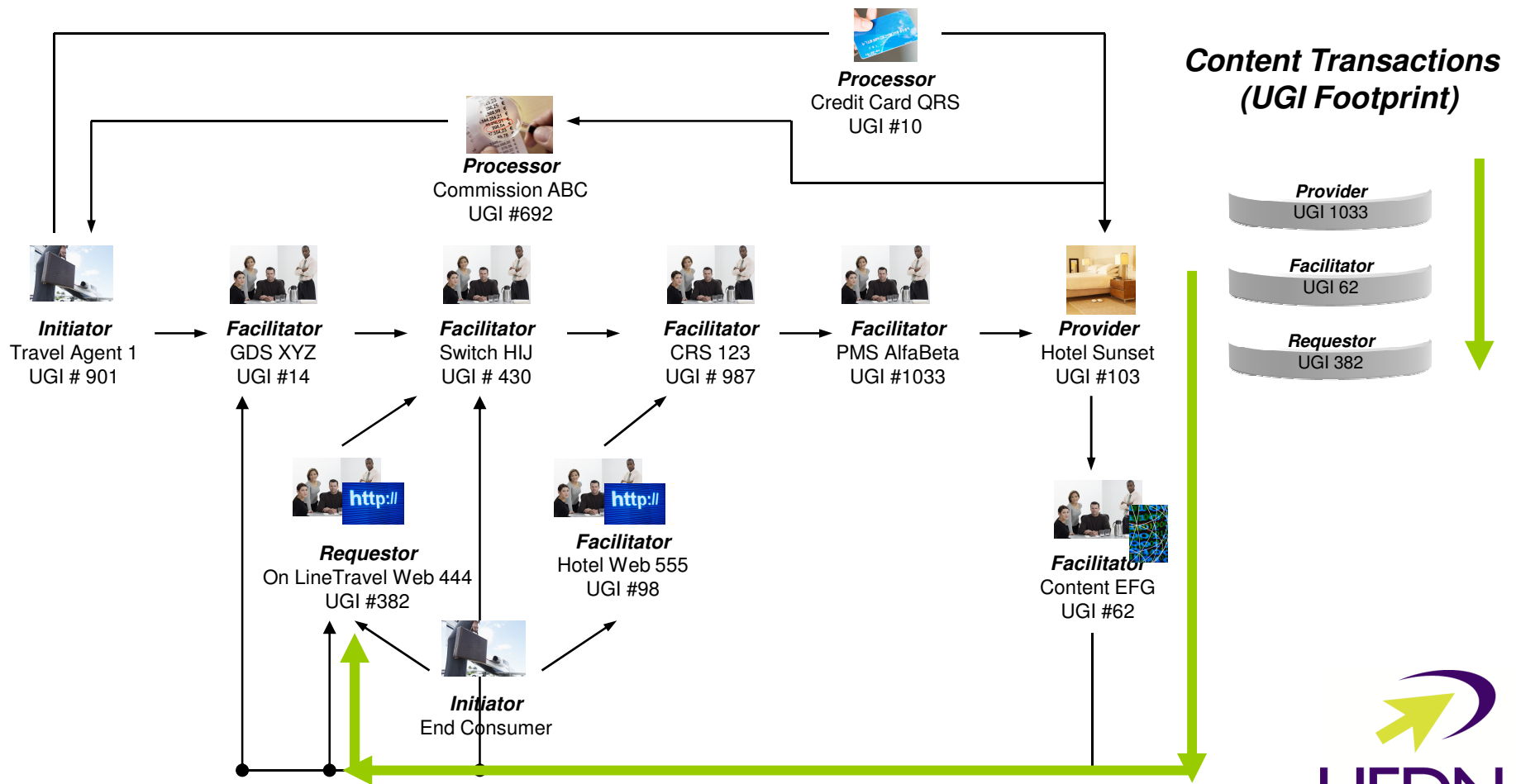
Example of roles in a sell/stay transaction.



UGI footprints and different roles in a sell/stay transaction.



UGI footprints and different roles in a content transaction.



UGI footprints provide intelligence, but are the benefits worth the cost ?

Benefits

- Reduction in the current costs to manually manage and cross reference data.
- Increased data accuracy and consistency.
- New Management Information that currently does not exist.
- Better decision making and data processing.

Costs

- Implementing and supporting the solution to manage UGIs.
- Updating IT systems to accept and use UGI information.
- HEDNA's and Sponsorship Costs to advance this project.

All preliminary studies and analysis demonstrate that UGIs are a critical catalyst to the future of our industry.

Highlights from recent HEDNA Member Survey

Survey Highlights (Total of 79 respondents / 53 Companies)

UGI #



- I understand and agree that UGIs can deliver costs savings in our industry?
77.2% YES 7.6% NO 15.2% UNCERTAIN
- I understand and agree that UGIs can add much needed transparency (consistency when identifying each party involved) to the life cycle of an electronic transaction.
94.9% YES 3.8% NO 1.3% UNCERTAIN
- Does you company wish that HEDNA move forward with this initiative?
84.8% YES 5.1% NO 6.3% UNCERTAIN

UGIs can greatly assist by providing intelligence in solving the age old problem of identify and translating all the entities attached to a electronic transactions.

UGIs –History and Next Steps

History

UGI #

HEDNA 2005 San Francisco – UGI Committee Formed and White Paper completed.
HEDNA 2006 Frankfurt – White Paper presented. UGI Brief and Survey completed.
HEDNA 2006 Miami – Survey Results presented. RFQ for Cost / Benefit analysis send for bid.
HEDNA 2007 Dublin – High-level Cost/Benefit completed. Vendor selection completed for Cost / Benefit Analysis

HEDNA 2007 Phoenix –Communication and Member Survey to evaluation of interest, support and need completed. Re-draft of RFQ to include requirements for association sponsorship.

Next Steps

Sponsorship Campaign and the Completion of a professional study to advance the implementation of UGIs.



HEDNA

Hotel Electronic Distribution
Network Association

UGI Committee Agenda

- UGI Introduction
- Next steps
- Survey summary – Sponsorship
- Preliminary Identified Costs and Benefits

“brainstorm ideas how UGIs could be used to increase trade and revenue and become an identification standard in our industry.”

UGI Committee Next Steps

Sponsorship Campaign and the completion of a professional study to advance the implementation of UGIs.

•UGI Committee

- Finalize Sponsorship material
- Finalize list of candidates for sponsorship campaign
- Contact other industry organization about UGI initiative and schedule time with their associates to educate.
- Work internally with both the business and technology areas within your organization to present the UGI initiative and the costs and benefits..
- During Study the availability for monthly conference calls and to assist in providing information from your corresponding companies and other industry knowledge you may have for the completion of this analysis

HEDNA Board

- Formalizing agreement that UGI sponsors sign.
- Review of Re-draft of RFQ for requirements for association sponsorship.
- Sponsorship calls and present the UGI initiative, when necessary invite committee members to participate.

UGI Committee Agenda

- UGI Introduction
- Next steps
- Survey summary – Sponsorship
- Preliminary Identified Costs and Benefits

“brainstorm ideas how UGIs could be used to increase trade and revenue and become an identification standard in our industry.”

1. HEDNA's UGI Committee has completed a group of documents that introduce and inform about the UGI concept and initiative. Please help them evaluate the impact of any of the below documents in presenting this initiative. For your reference the documents are located on the [HEDNA website](#).

	(5) Great	(4) So So	(3) Not Good	(2) Did not understand	(1) Did not have a chance to review	Response Count
UGI Presentation	49.4% (39)	36.7% (29)	0.0% (0)	0.0% (0)	13.9% (11)	79
UGI Brief	46.8% (37)	35.4% (28)	0.0% (0)	0.0% (0)	17.7% (14)	79
UGI Cost Benefits Summary	38.0% (30)	35.4% (28)	3.8% (3)	0.0% (0)	22.8% (18)	79
UGI White Paper 2005	38.0% (30)	30.4% (24)	1.3% (1)	0.0% (0)	30.4% (24)	79
UGI Survey Results (2007)	40.5% (32)	31.6% (25)	0.0% (0)	0.0% (0)	27.8% (22)	79
	<i>answered question</i>					79
	<i>skipped question</i>					0




2. I understand and agree that UGIs can deliver cost savings in our industry.

	Response Percent	Response Count
Yes	77.2%	
No	7.6%	
Uncertain	15.2%	
	<i>answered question</i>	
	<i>skipped question</i>	

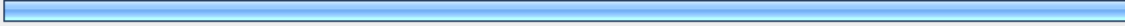



3. I understand and agree that UGIs can deliver increased manageability in our industry.

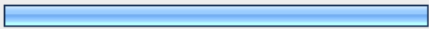

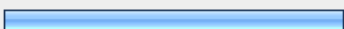
	Response Percent	Response Count
Yes	94.9%	
No	3.8%	
Uncertain	1.3%	
	<i>answered question</i>	
	<i>skipped question</i>	

4. I understand and agree that UGIs can add much needed transparency (consistency when identifying each party involved) to the life cycle of an electronic transaction.

		Response Percent	Response Count
Yes		93.7%	
No		5.1%	
Uncertain		1.3%	
		<i>answered question</i>	
		<i>skipped question</i>	

5. Does your company wish that HEDNA move forward with this initiative?

		Response Percent	Response Count
Yes		84.8%	
No		5.1%	
Uncertain		6.3%	
I am not the appropriate person to respond to this question.* (*If this is the case please forward the survey email to the person in your company that you feel is the appropriate person to respond.)		3.8%	
		<i>answered question</i>	
		<i>skipped question</i>	

7. Would your company be willing to sponsor this initiative?			Response Percent	Response Count
Yes			31.6%	
No			43.0%	
I am not the appropriate person to respond to this question.* (*If this is the case please be sure to forward the survey email to the person in your company that you feel is the appropriate person to respond.)			25.3%	
			<i>answered question</i>	
			<i>skipped question</i>	

- Introduction to the role HEDNA can play and the required sponsorship campaign to advance UGIs.

(Tiffany Topic – President of HEDNA)

UGI Committee Agenda

- UGI Introduction
- Next steps
- Survey summary – Sponsorship
- Preliminary Identified Costs and Benefits

“brainstorm ideas how UGIs could be used to increase trade and revenue and become an identification standard in our industry.”

Preliminary Identified Benefits of UGIs

pg 1 of 2

- **Decrease in the manual intervention required to manage data & cross referencing of entities between different systems**
- **Faster connectivity solutions using industry standard messaging without the need to build mapping tables etc**
- **Increased data accuracy and consistency leading to improved interchange of data between parties through industry standard transactions**
- **Reduce costs through productivity improvements in the delivery of analytical services i.e less time required to massage data & manipulate it to a common standard**
- **Better decision making through improved statistical data and quality of marketing information**
- **Enhance customer satisfaction through improved quality, timeliness and consistency of information**

More ideas ?

Preliminary Identified Benefits of UGIs

pg 2 of 2

- A reduction in costs to organizations in their time spent currently researching and mapping operational units to a transaction.
- A reduction in costs to companies in their time spent researching to identify operational units and correcting incidents linked to a transaction.
- Operational Units use UGIs to globally to inform and in almost real-time organizations query / pull this information thus maintaining integrity and prevalence of information.
- A industry first solution that allows operational units to link their relationships to other operational units in the hospitality industry.
- In contrast to current partial solutions this is an industry governed solution who's goal is to provide free exchange of information and increase the flow of trade and revenue on a global basis.

More ideas ?

Preliminary Identified Costs of UGIs

- The one time cost to technically design, develop and implement the solution.
- Development of administrative processes and communication plan with chains, hotels, management companies
- Implementation of industry wide educational and marketing plan
- The ongoing costs to manage and maintain the UGI system. (Staff to manage the systems, communications and maintain the UGI distribution solution.)
- The cost to technical solution providers to enhance their current systems to include and use UGI information.
- The cost to any operational unit whom has in-house software solution to enhance their current solution to use UGI information.
- The time and effort dedicated by industry participants to communicate and educate the industry about this initiative and confirm participation.
- HEDNA legal and Staff / Board and Committee volunteer time

More ideas ?