

Unique Global Identifiers (UGIs) for the Hospitality Industry



RE-CAP OF UGI COMMITTEE MILESONES AND NEXT STEPS

History

- HEDNA 2005 San Francisco – UGI Committee Formed and White Paper completed
- HEDNA 2006 Frankfurt – White Paper presented. HEDNA board approval. UGI Brief and Survey completed
- HEDNA 2006 Miami – Survey Results presented. Request for Quote for Cost / Benefit analysis send for bid.
- HEDNA 2007 Dublin – High-level Cost/Benefit analysis presented. Committee members to assist in Cost/Benefit analysis completion.
- HEDNA 2007 Phoenix – UGI initiative update and concepts presented during both Committee session and at General session.

Current

- Census of HEDNA membership, via a survey, to vote if HEDNA should move forward on this initiative. If approved
 - Sponsorship campaign and completion of Cost / Benefit analysis.
 - Present completed Cost/Benefit analysis results at HEDNA with recommendation of next steps based on studies results.
 - Communicate to other industry organizations about UGI initiative

Future

- Contract to design, implement and manage a UGI distribution.
- Launch UGI distribution solution.

HIGH-LEVEL ANALYSIS OF COSTS AND BENEFITS

BENEFITS

- **A reduction in costs to organizations in their time spent currently researching and mapping identities or operational units to a transaction.**
 - Properties receiving reservations thru direct connects or file downloads from representation companies, wholesalers, web reservations systems, etc can use UGI information to identify that specific operational units providing file, enter the transaction into their system and map accordingly.
 - Organizations that receive CRS systems data (both in-house and vendor specific) can use the UGIs numbers included such as; a.) the CRS UGI and per booking b.) the property UGI and c.) the UGI of the operational unit that booked the reservation to map and process.
 - Properties importing UGIs information into PMS (Property Management Systems) can use this information to map and then apply the specific business rules such as pay for performance or loyalty programs to operational units using their UGI information and their attributes.
 - Organizations who invest in connectivity solutions can use the UGI identifiers as a standard when designing and enhancing these solutions and improve in its support by both decreasing the time spent maintaining current mapping tables and use UGIs provided to map against their current attributes to review and process a transaction.
 - All organization who have systems that can process and refresh UGI information will improve the intelligence and depth of their management reports and the personnel whom create the reports will have greater flexibility in their design and analysis capacities.
 - Properties who receive reservations by FAX and need to contact the originator of the booking re-track or troubleshoot incidents can use the UGI information included in the Fax and lookup, almost real time, that operational units contact information and contact immediately.
 - Backoffice automation processing using UGIs can link transaction entities footprints immediately to resolve reservation and payment identifications.

BENEFITS Cont.

- **A reduction in costs to companies in their time spent researching to identify operational units and correcting incidents linked to a transaction.**
 - Property can use UGI information to locate and contact the initiator or requester or any other intermediary of a reservation about post-sale incidents such as miss-represented credit card numbers, room rate incidentals or incomplete loyalty programs numbers.
 - Every entity involved in a transaction can leave their UGI footprint on that transaction which in return can be referenced by on-ward distribution channels during the life of that transaction. (**Reservation Life Cycle Traceability**)
 - Properties can use UGI information to locate and contact a travel agent about a re-location or re-accommodation solution due to an over-booking incident.
 - Travel Agents can use UGI information to locate and contact a property, CRS or payment processor to resolve billing or commission incidents.
- **Operational units use UGIs to globally to inform about their current information and in almost real-time organizations query pull this information into their systems to process transactions thus maintaining integrity and prevalence of information by putting ownership of changes and updates into the hands of the individual operational unit.**
 - Properties can have access to current travel agent contact information when in need to resolve an on-site rate discrepancy for a guest.
 - Travel agents can have access to current property contact information when in need to resolve client over-charges or other post-stay related incidents.
 - GDS and like solutions can use UGI information to link a operational unit to its current brand affiliation.
 - Organizations can use access to UGI information to identify travel agents' current relationships with franchisors, associations and to have the ability to download current attributes such as tax information to relevant that UGIs operational units Company ID or Tax Payer Identification (TIN) number.
 - With digital certification advancements the UGIs will allow a more security ,immediate and authentic footprint with any transaction in real time between the different entities in the industry.
- **A industry first solution that allows operational units to link their relationships to other operational units such as:**
 - Properties can identify their relationships to hotels chains, central reservations companies and representation companies
 - Travel agents can identify their relationships to franchisers and supply their UGI number when making bookings to central or online reservations systems.
 - Current and new connectivity solutions, content distribution, commission solutions and reservation organizations will have a UGI that can they attached to a transaction and referenced by other organizations.
- **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 follow of trade and revenue on a global bases.**
 - Properties, Travel Agencies and other organizations can reduce their collateral refresh costs in marketing and sales material by using their UGI number which will not changes during the life of that operational unit.
 - Organizations can use the UGI attributes and relationship to identify their relationship and roles within the industry in correspondence with other operational units.
 - All non-for-profit trade associations such as the HEDNA (Hotel Electronic Distribution Network Associations), OTA (OpenTravel Alliance), HTNG (Hotel Technology Next Generation), etc involved in assisting to provide better distribution and technology solutions are and can participate in all phases of the design and deployment of the UGI.

COSTS

- The one time cost to technically design, develop, implement the solution for operational units to register, manage and provide a solution for the industry to almost real-time query UGI information.
- The ongoing cost to manage and maintain the UGI system such as server and software costs and maintenance, hosting costs, personnel costs, etc.
- 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 an in-house software solution to enhance their current solution to include and use UGI information.
- The time and effort dedicated by industry participates to communicate and educate the industry about this initiative and confirm participation.