

# UGI



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- 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.



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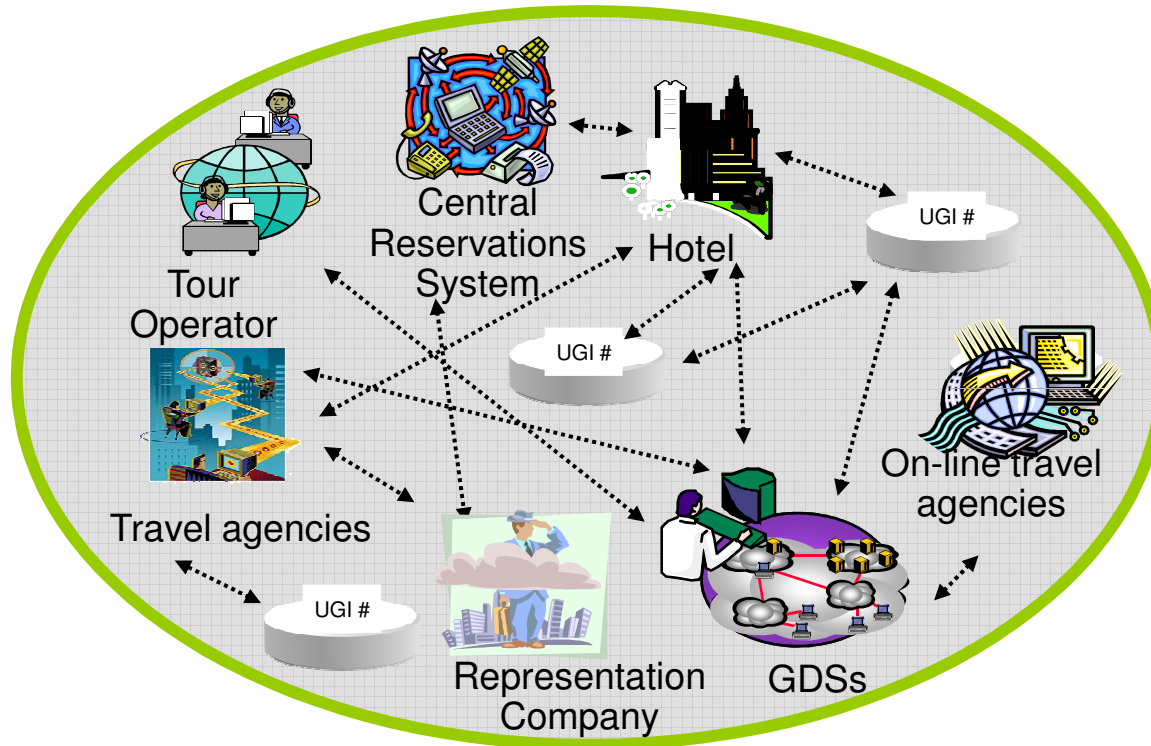
**HEDNA**

Hotel Electronic Distribution  
Network Association

# Who gets a UGI

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

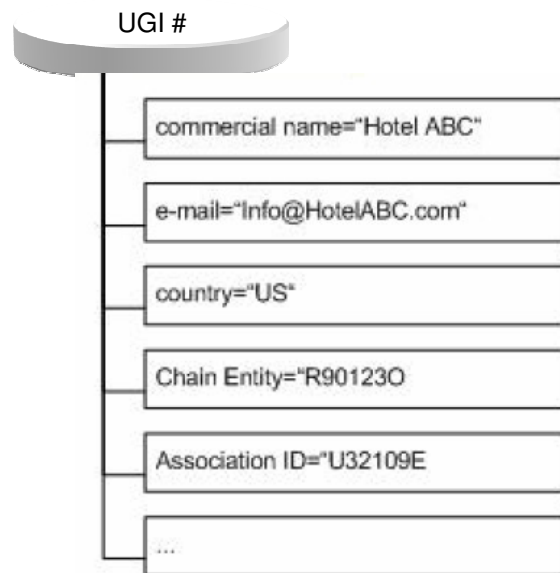
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The list goes on: Associations, Destination Management Companies, Wholesalers, CRSs, Switches, Self booking tools, Group management companies, Content providers, even non-traditional entities such as credit card companies, banks.

# How does your company use UGIs

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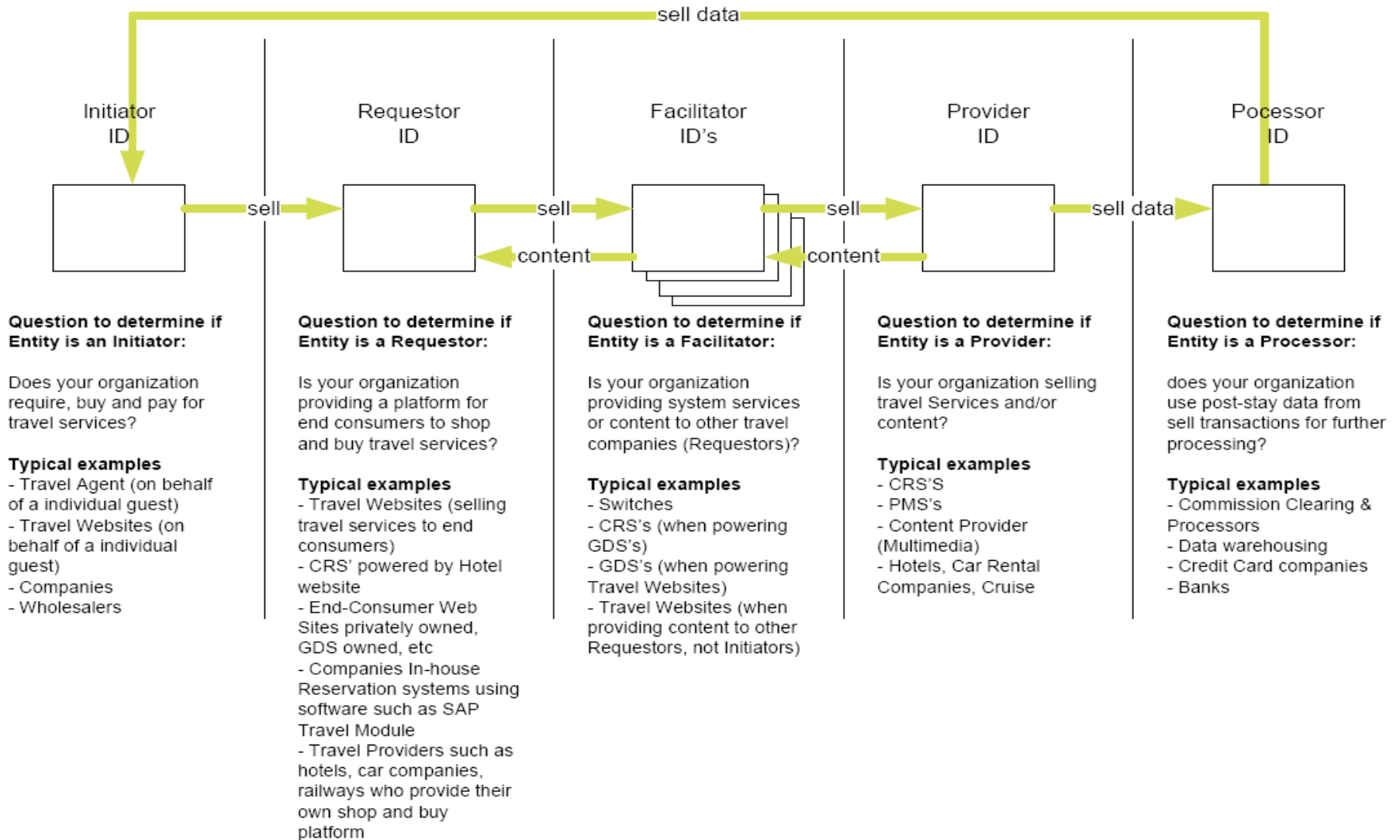
Once you have a UGI **you insert your UGI footprint on all transactions you make.**

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

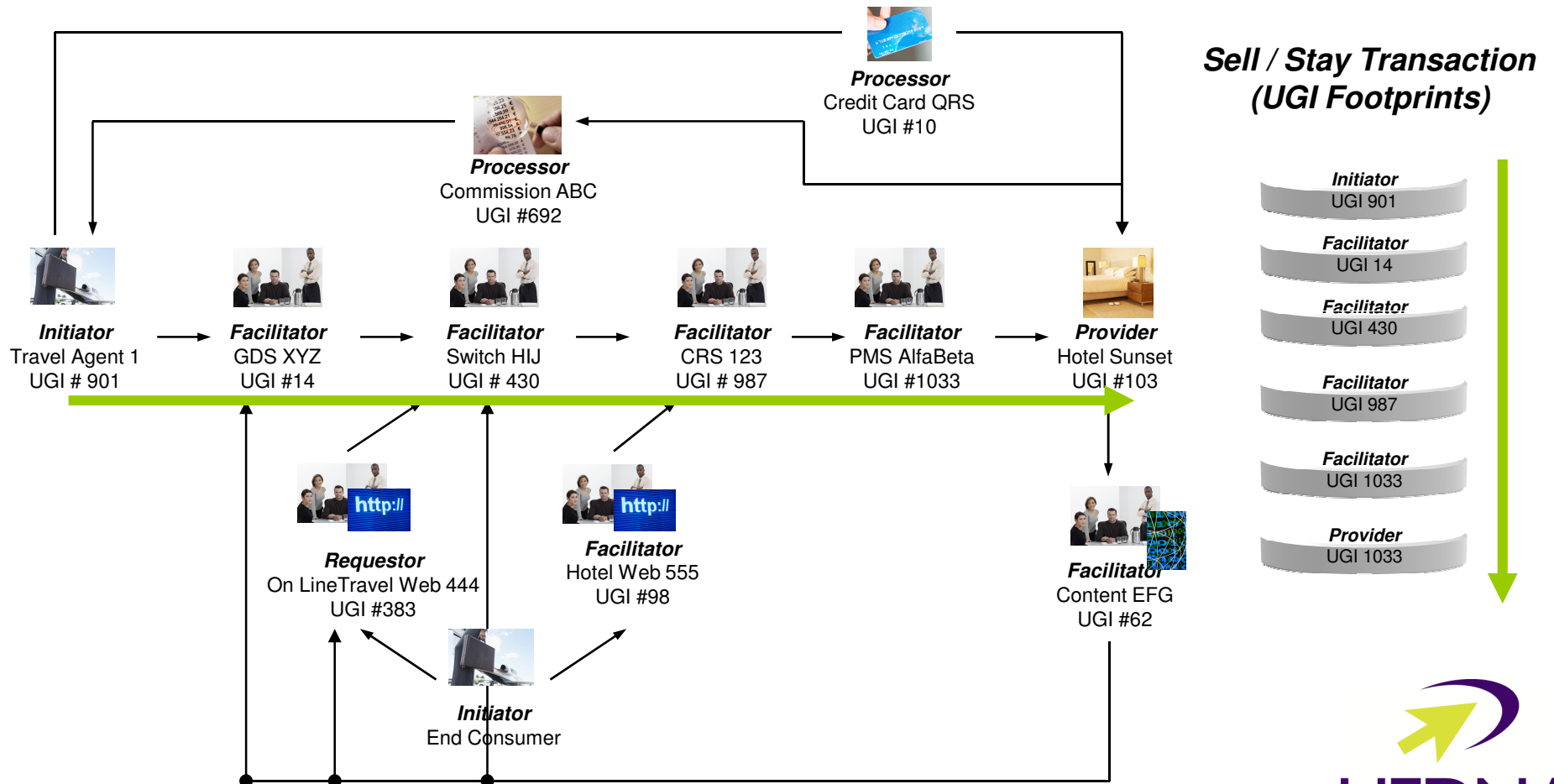
Your attribute and link relationship information can be easily accessed.

# UGI Roles

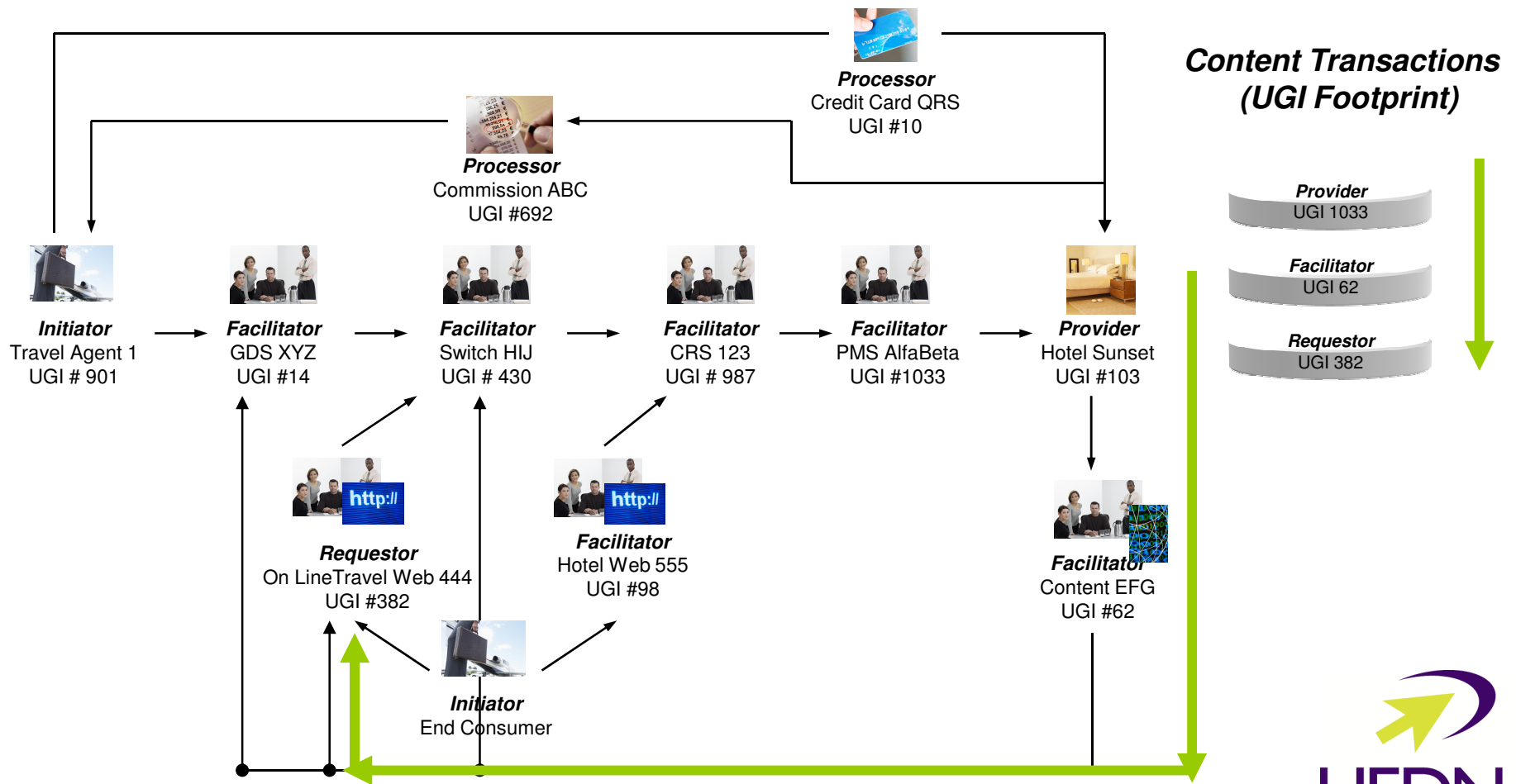
Example of roles in a sell/stay transaction.



# 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 ?

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## 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

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## 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

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## 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.**



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