



Aviation Data Ecosystem: Creating Value through Cooperation



Data Analytics Revolution: Why Now?

- Advances in data collection
- Greater storage capacity
- Improvement in computational power
- Developments in machine learning



The BIGGEST challenges airlines face in extracting value are ...?

- Organizational
- Ownership
- Control
- Regulatory



IATA's Role within the Data Ecosystem

- **Data collection:** at airline level, by breaking silos and helping build the business case.
- **Data aggregation:** at industry level, facilitating data sharing programs as a neutral, trusted body.
- **Data use:** business translators through a holistic approach to addressing the industry problems.



Developing Industry Standards

- Big regional differences
- Wide variety of practices across airlines
- Technical limitations with legacy systems
- Need for benchmarking
- Opportunity to adopt best practices and policies



Leading Transformational Change

- Establishing a clear strategic vision
- Fostering an environment of cooperation, both internal and external
- Ensuring senior management involvement
- Attracting appropriate talent
- Designing the right structure to support a data-driven organization



**THANK
YOU**