

ORACLE AIRLINE DATA MODEL

KEY FEATURES AND BENEFITS

FEATURES

- Industry standards compliant
- Physical Data model with 370+ Tables and 8500+ columns
- Industry specific Measures (250+)
- 3rd Normal Form (3NF) Logical Data Model with transaction level access
- Pre-built OLAP Cubes
- Pre-built Data Mining Models
- Intra-ETL Database Packages
- Metadata Browser with Refresh feature
- Interface Tables
- Sample Reports & Dashboards
- Comprehensive Metadata for Business Intelligence Reporting & Ad-hoc Query
- Industry Specific Advanced and Predictive Analytics
- Automated Data Movement from 3NF to OLAP, Mining and Dimensional models.

BENEFITS

- Designed and optimized for Oracle data warehouses, including Oracle Exadata
- Can work with any Airline Application Environment
- Easy to extend and customize-avoids 'Build from Scratch' Data Warehouse
- Expedient data warehouse implementation with pre-built components and embedded data warehousing best practices for retailers
- Vanilla Implementation < 90 days

The Oracle Airline Data Model (OADM) is a standards-based data model, designed and optimized for Oracle data warehouses, and is a key component of the Oracle Passenger Data Management Industry Solution. OADM combines market-leading airline industry knowledge with the power of Oracle's Data Warehouse and Business Intelligence platform, enabling airlines to unlock the value of their data. With pre-built data mining, On-line Analytical Processing (OLAP) and dimensional models, it delivers industry-specific metrics and insights you can act on immediately to improve your bottom line. With the Oracle Airline Data Model, you can jump-start the design and implementation of an Airline data warehouse to quickly achieve a positive ROI for your data warehousing and business intelligence project with a predictable implementation effort.

Delivers Insights Into Bookings, Revenue and Channel Performance Quickly

The Oracle Airline Data Model is a powerful logical and physical data model that will help airlines effectively store, manage, and analyze airline data that currently resides in passenger service systems (includes reservation systems and departure control systems), global distribution system (GDS), loyalty management systems, and customer data warehouses. It provides a single scalable repository for transactional and historical data that can be used to provide real-time business intelligence and strategic insights you're your airline. Using sophisticated trending and data mining capabilities based on Oracle's OLAP and data mining technology, airline personnel will now have the data analysis capabilities to develop Airline-specific insights that are relevant, actionable, and can improve both top-line and bottom-line results.

The Oracle Airline Data Model provides detail transaction storage and advanced analysis into a full range of airline subject areas, including reservations, sales, operations, loyalty, and finance. Using reservation data, the data model can provide detailed insight into passenger bookings by time period, fare class, and flight. It provides insights into channel performance --- looking at bookings, cancellations, and revenues through travel agency, OTA, ticket counter, call center, and web channels. It allows you to analyze passenger revenues by geography, time period, and flight. Finally it provides insights into loyalty program member activity through a variety of reports. The data model fits the needs of large network carriers and low-cost carriers.

Insightful information leads to good decisions—and good decisions lead to profitable business choices.

Rapid Implementation, Predictable Costs Lead to Higher ROI

Oracle's Airline Data Model can save you from investing hundreds of person-months into

a custom data warehouse development project. You can setup your airline data warehouse and rapidly migrate data from existing data sources based on priority and need. You'll realize a faster return on investment by reducing the need for a large and lengthy development effort while staying current with technology evolution and standards.

Oracle's Airline Data Model is consistent with existing airline industry data formats ensuring interoperability with other airline systems. It can be used in any application environment and is easily extendable, eliminating complex and costly integration requirements, leading to a higher ROI.

Combines Deep Airline Market Expertise with Industry-Leading Technology

By leveraging Oracle's strong airline domain expertise, the Oracle Airline Data Model provides an industry standard compliant foundation schema that is modern, relevant, topical, and addresses the needs of all airlines. This normalized foundation schema serves as a detailed and structured representation of the airline business, providing an integrated base for business information with fully defined entities and relationships.

Based on Oracle's leading data warehousing technology, the Oracle Airline Data Model raises the bar on scalability and performance in the delivery of detailed transaction-level information. Airlines can tailor or extend the solution to their needs and use the business insights they gain to make better decisions.

Benefits

Oracle's Airline Data Model provides an off-the-shelf data warehouse framework that is both adaptable and extendable, allowing you to maximize the capabilities of your data warehouse while accelerating the deployment of a comprehensive business intelligence strategy. Consistency with existing airline industry data standards ensures interoperability with other airline systems. The pre-built, pre-tuned data model provides insights into flight, passenger, and sales data, allows you to quickly gain value from your data warehousing initiatives, supports diverse analytical requirements, and assists in building future analytical applications. Fast, easy and predictable implementation reduces risks and enables you to achieve strategic value more rapidly by eliminating deployment delays and expenses associated with built-from-scratch or proprietary data warehouse solutions so you can start making better business decisions faster.

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