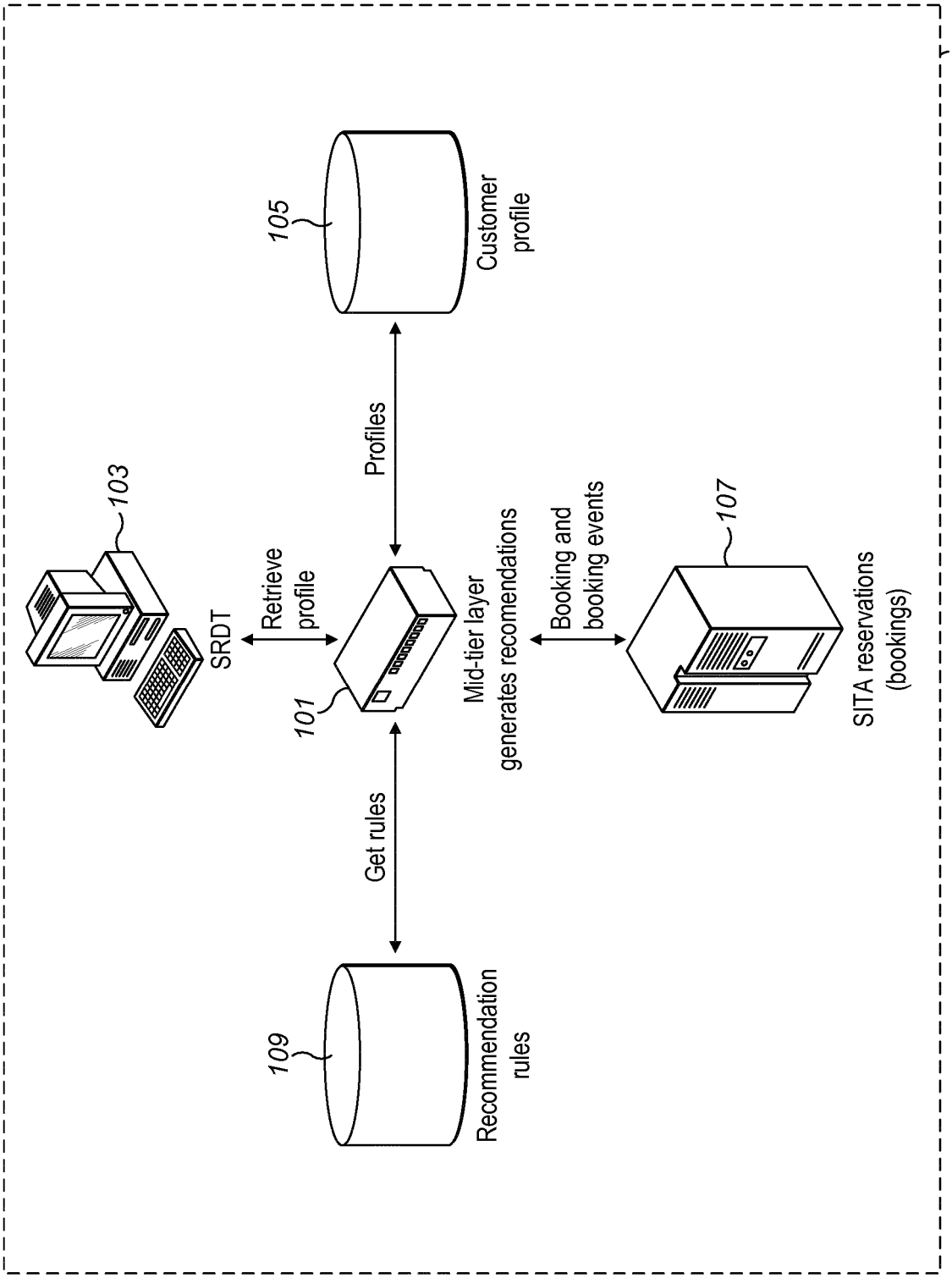

200
105
Customer profile
Profiles
103
SRDT
Retrieve profile
101
Mid-tier layer generates recomendations
Booking and booking events
107
SITA reservations (bookings)
Get rules
109
Recommendation rules

FIG. 1

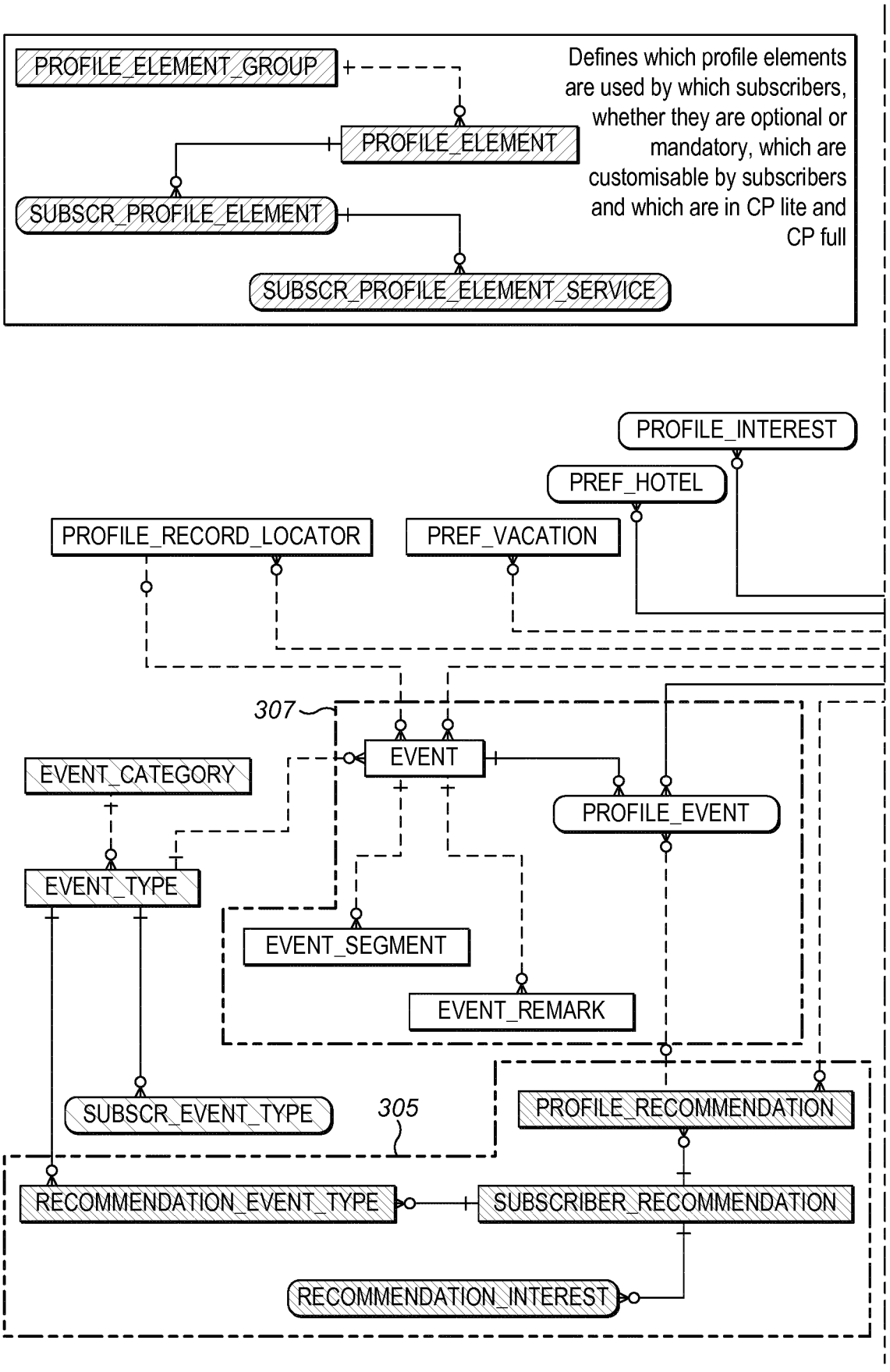

PROFILE_ELEMENT_GROUP
PROFILE_ELEMENT
SUBSCR_PROFILE_ELEMENT
SUBSCR_PROFILE_ELEMENT_SERVICE
Defines which profile elements are used by which subscribers, whether they are optional or mandatory, which are customisable by subscribers and which are in CP lite and CP full
PROFILE_INTEREST
PREF_HOTEL
PROFILE_RECORD_LOCATOR
PREF_VACATION
307
EVENT
EVENT_CATEGORY
PROFILE_EVENT
EVENT_TYPE
EVENT_SEGMENT
EVENT_REMARK
SUBSCR_EVENT_TYPE
305
PROFILE_RECOMMENDATION
RECOMMENDATION_EVENT_TYPE
SUBSCRIBER_RECOMMENDATION
RECOMMENDATION_INTEREST

FIG. 2

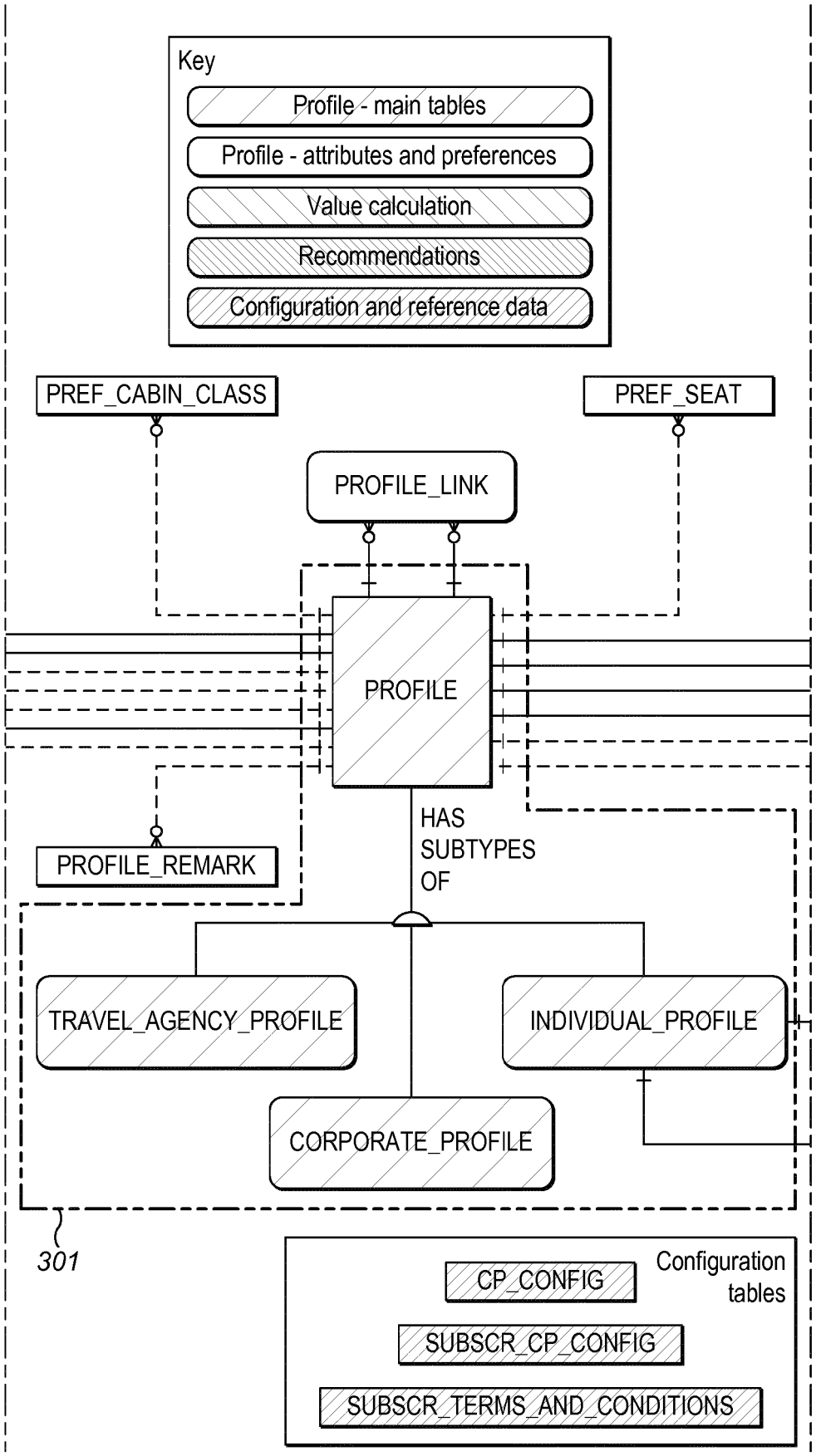

Key
Profile - main tables
Profile - attributes and preferences
Value calculation
Recommendations
Configuration and reference data
PREF_CABIN_CLASS
PREF_SEAT
PROFILE_LINK
PROFILE
PROFILE_REMARK
HAS
SUBTYPES
OF
TRAVEL_AGENCY_PROFILE
INDIVIDUAL_PROFILE
CORPORATE_PROFILE
301
Configuration
tables
CP_CONFIG
SUBSCR_CP_CONFIG
SUBSCR_TERMS_AND_CONDITIONS

FIG. 2 Cont'd

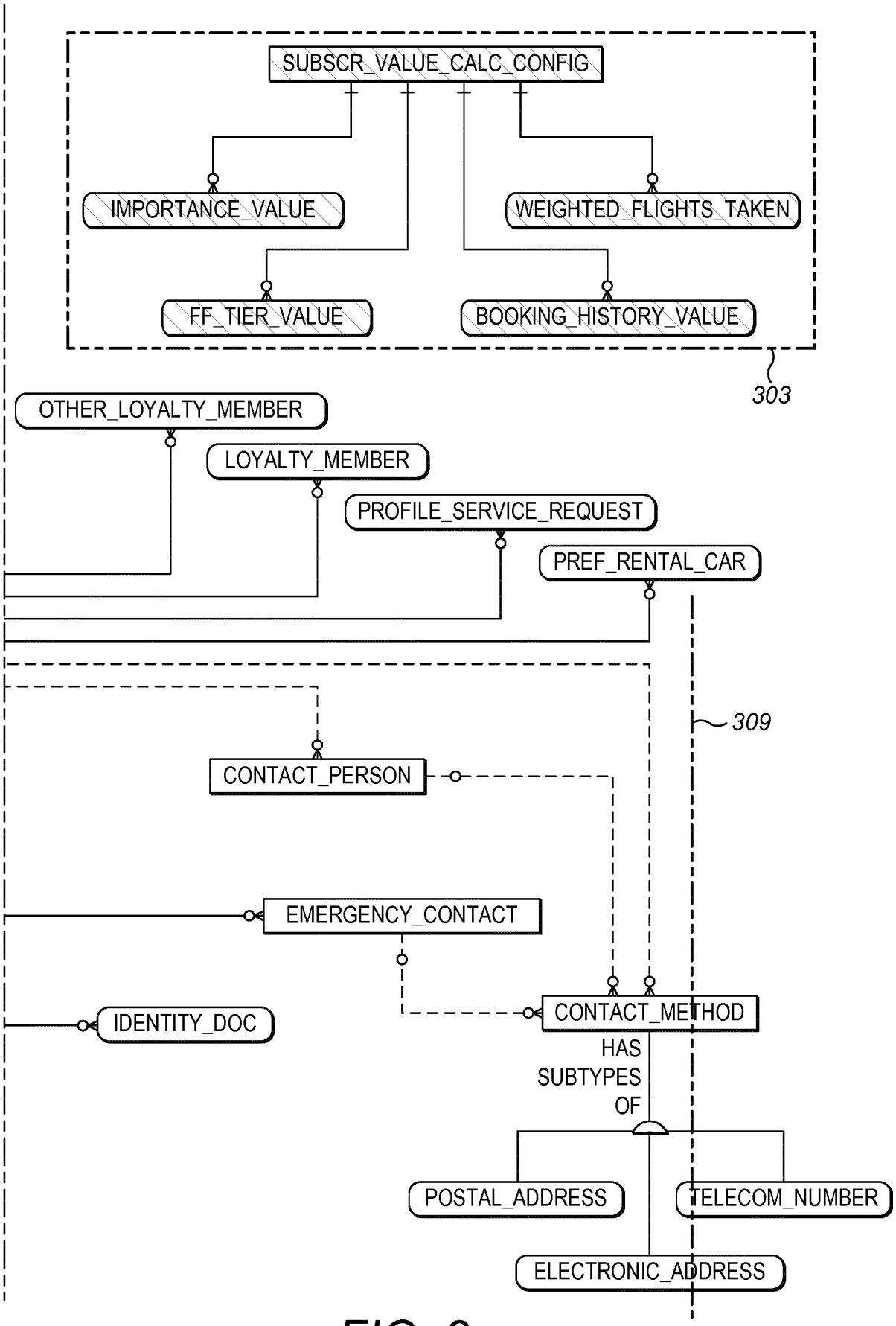

SUBSCR_VALUE_CALC_CONFIG
IMPORTANCE_VALUE
WEIGHTED_FLIGHTS_TAKEN
FF_TIER_VALUE
BOOKING_HISTORY_VALUE
303
OTHER_LOYALTY_MEMBER
LOYALTY_MEMBER
PROFILE_SERVICE_REQUEST
PREF_RENTAL_CAR
309
CONTACT_PERSON
EMERGENCY_CONTACT
IDENTITY_DOC
CONTACT_METHOD
HAS SUBTYPES OF
POSTAL_ADDRESS
TELECOM_NUMBER
ELECTRONIC_ADDRESS

FIG. 2 Cont'd

Customer profile value rules

Weighting percentage			
Profile attribute		Frequent flyer/booking history	

Profile attribute			**Value**
Importance code			
Normal			
VIP (Very important person)			
VVIP (Very very important person)			
CIP (Commercially important person)			
Frequent flyer		**Frequent flyer program NO** ☐	
Tier level			**Value**
Blue			5
Bronze			15
Silver			20
Gold			30
Platinum			50
Booking history			
Distance	**Cabin**	**RBDs**	**Value**
International	First class		
International	Business class		
International	Premium economy		
International	Economy		
Domestic	First class		3
Domestic	Business class		2
Domestic	Premium economy		1.5
Domestic	Economy		1
Weighted flights taken			**Value**
Less than 3			
3 - 16			20
16 - 20			
21 - 30			
31 - 40			
41 - 50			
51 - 75			
76 - 100			
101 +			

Save Clear Exit

FIG. 3

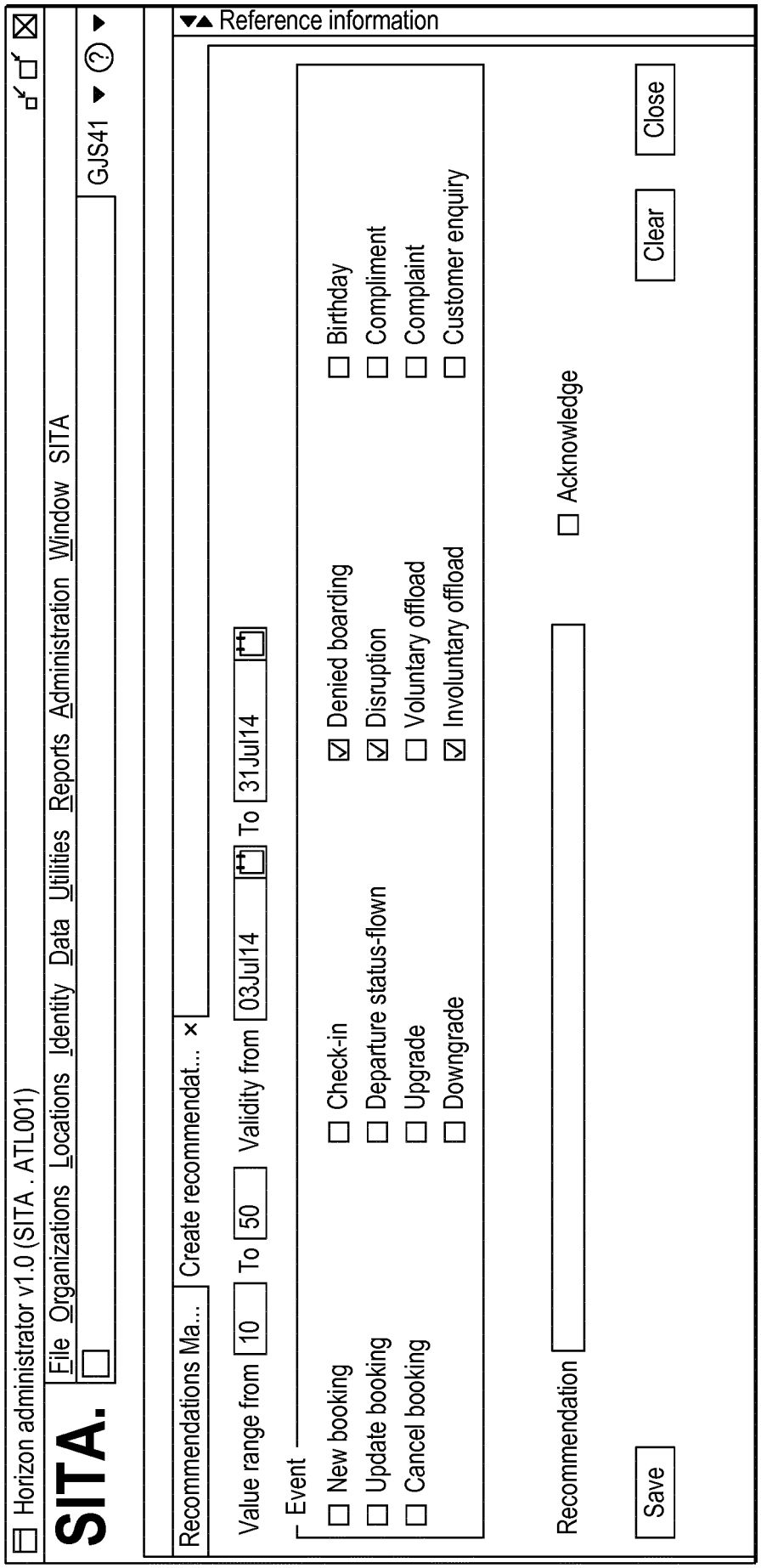

Horizon administrator v1.0 (SITA . ATL001)
SITA.
File Organizations Locations Identity Data Utilities Reports Administration Window SITA
GJS41
Reference information
Recommendations Ma...
Create recommendat...
Value range from 10 To 50
Validity from 03Jul14 To 31Jul14
Event
New booking
Update booking
Cancel booking
Check-in
Departure status-flown
Upgrade
Downgrade
Denied boarding
Disruption
Voluntary offload
Involuntary offload
Birthday
Compliment
Complaint
Customer enquiry
Recommendation
Acknowledge
Save
Clear
Close

FIG. 4

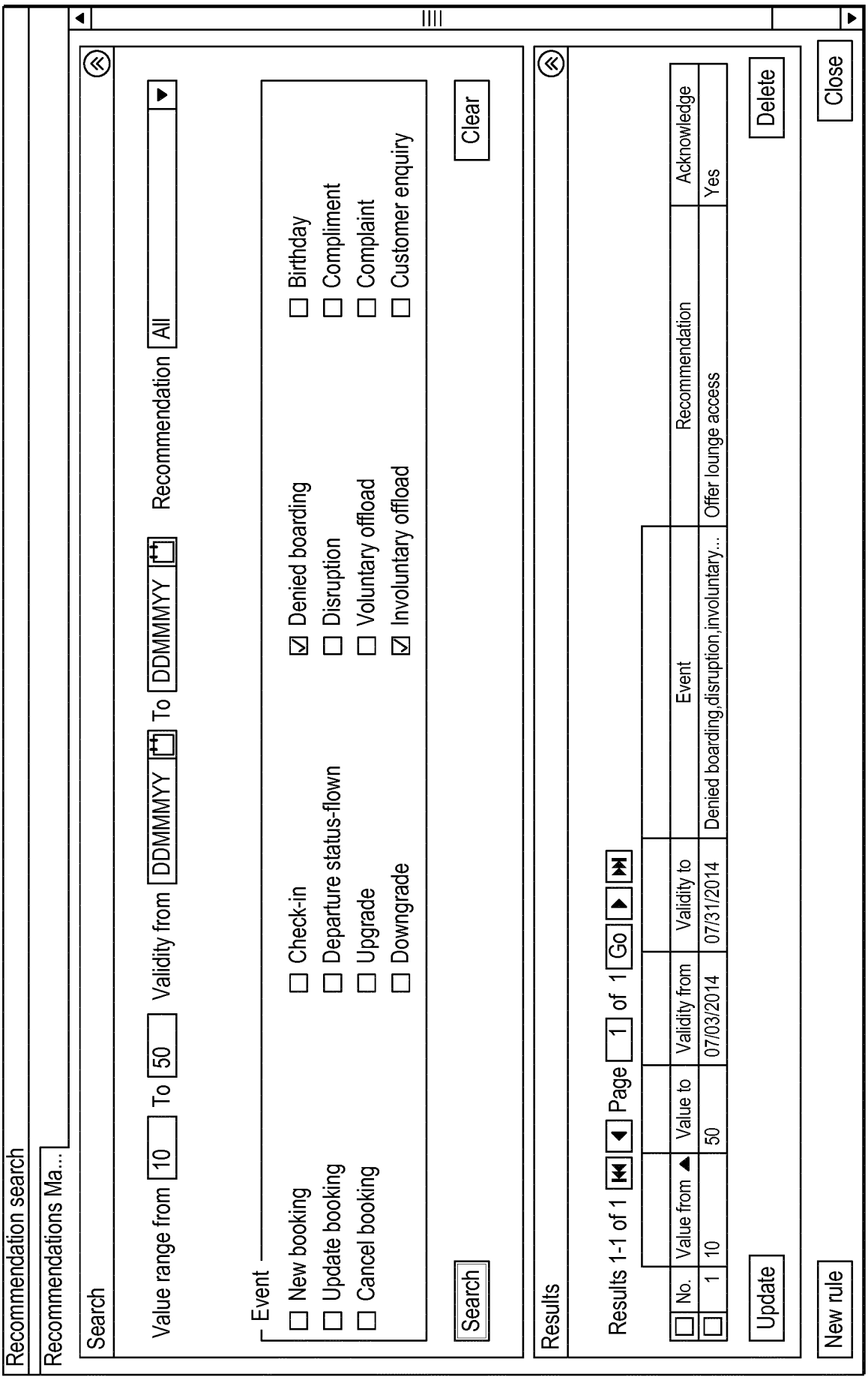

Recommendation search
Recommendations Ma...
Search
Value range from 10 To 50 Validity from DDMMMYY To DDMMMYY Recommendation All
Event
New booking
Update booking
Cancel booking
Check-in
Departure status-flown
Upgrade
Downgrade
Denied boarding
Disruption
Voluntary offload
Involuntary offload
Birthday
Compliment
Complaint
Customer enquiry
Clear
Search
Results
Results 1-1 of 1 Page 1 of 1 Go
No.
Value from
Value to
Validity from
Validity to
Event
Recommendation
Acknowledge
1
10
50
07/03/2014
07/31/2014
Denied boarding,disruption,involuntary...
Offer lounge access
Yes
Update
Delete
New rule
Close

FIG. 5

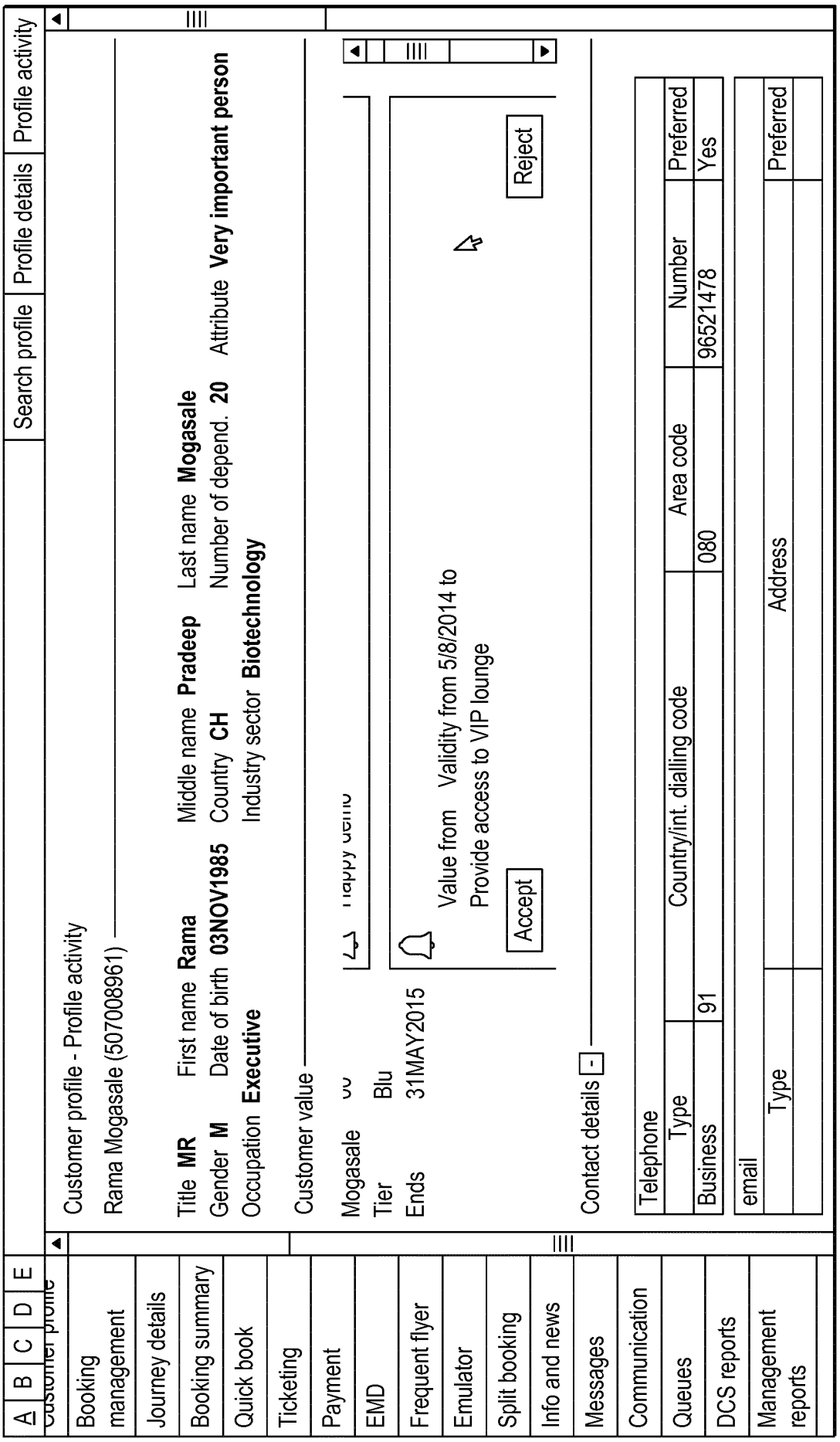

A B C D E
Customer profile
Search profile
Profile details
Profile activity
Booking management
Journey details
Booking summary
Quick book
Ticketing
Payment
EMD
Frequent flyer
Emulator
Split booking
Info and news
Messages
Communication
Queues
DCS reports
Management reports
Customer profile - Profile activity
Rama Mogasale (5070089961)
Title MR First name Rama Middle name Pradeep Last name Mogasale
Gender M Date of birth 03NOV1985 Country CH Number of depend. 20 Attribute Very important person
Occupation Executive Industry sector Biotechnology
Customer value
Mogasale
Tier Blu
Ends 31MAY2015
Value from Validity from 5/8/2014 to
Provide access to VIP lounge
Accept
Reject
Contact details
Telephone
Type Country/int. dialling code Area code Number Preferred
Business 91 080 96521478 Yes
email
Type Address Preferred

FIG. 6

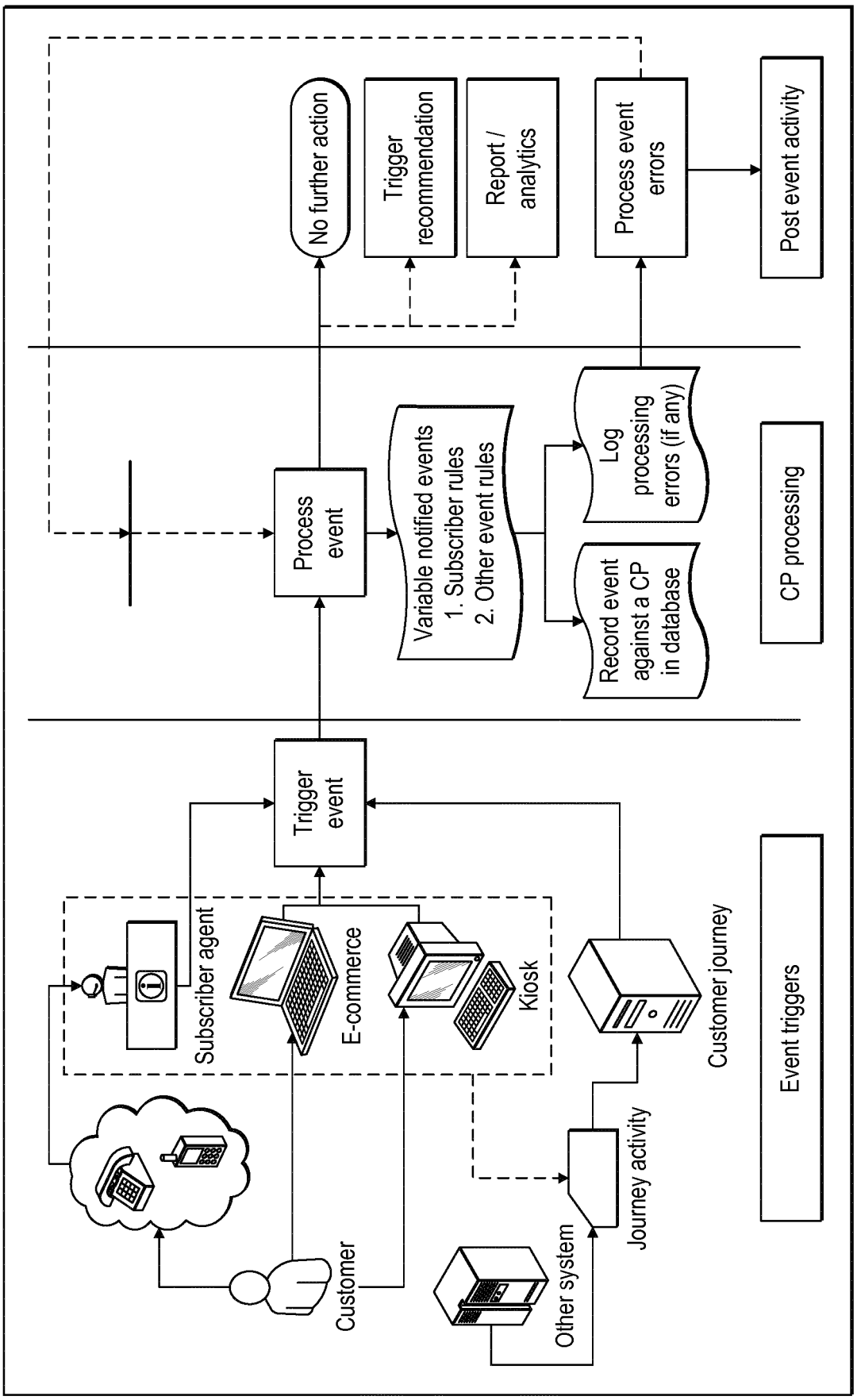

Event triggers
CP processing
Post event activity
Process event errors
Report / analytics
Trigger recommendation
No further action
Customer journey
Journey activity
Other system
Customer
Kiosk
E-commerce
Subscriber agent
Trigger event
Record event against a CP in database
Log processing errors (if any)
Variable notified events
1. Subscriber rules
2. Other event rules
Process event

FIG. 7

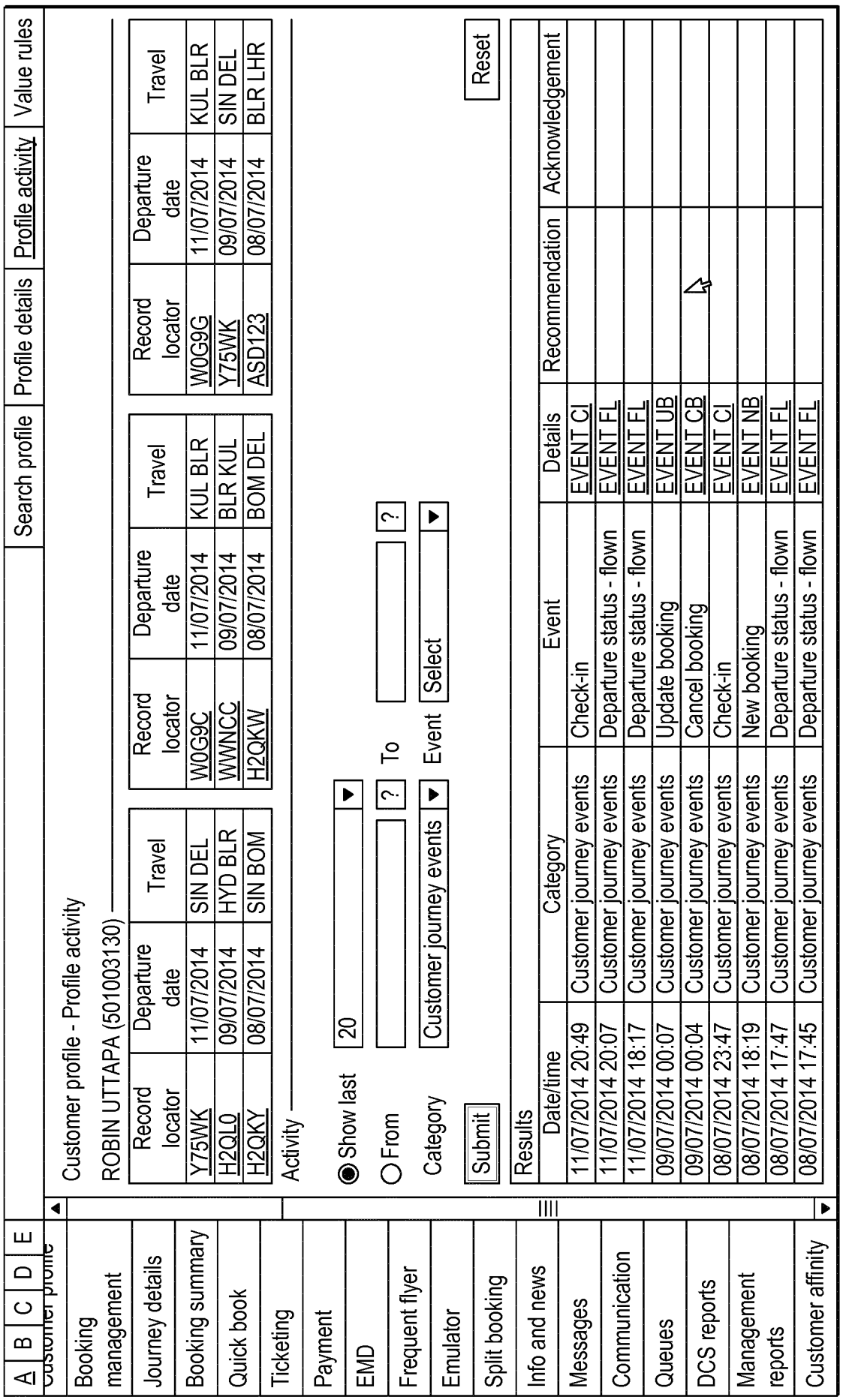

A B C D E
Search profile
Profile details
Profile activity
Value rules
Customer profile
Booking management
Journey details
Booking summary
Quick book
Ticketing
Payment
EMD
Frequent flyer
Emulator
Split booking
Info and news
Messages
Communication
Queues
DCS reports
Management reports
Customer affinity
Customer profile - Profile activity
ROBIN UTTAPA (501003130)
Record locator
Departure date
Travel
Y75WK 11/07/2014 SIN DEL
H2QL0 09/07/2014 HYD BLR
H2QKY 08/07/2014 SIN BOM
Record locator
Departure date
Travel
W0G9C 11/07/2014 KUL BLR
WWNCC 09/07/2014 BLR KUL
H2QKW 08/07/2014 BOM DEL
Record locator
Departure date
Travel
W0G9G 11/07/2014 KUL BLR
Y75WK 09/07/2014 SIN DEL
ASD123 08/07/2014 BLR LHR
Activity
Show last 20
From ? To ?
Category Customer journey events Event Select
Submit
Reset
Results
Date/time Category Event Details Recommendation Acknowledgement
11/07/2014 20:49 Customer journey events Check-in EVENT CI
11/07/2014 20:07 Customer journey events Departure status - flown EVENT FL
11/07/2014 18:17 Customer journey events Departure status - flown EVENT FL
09/07/2014 00:07 Customer journey events Update booking EVENT UB
09/07/2014 00:04 Customer journey events Cancel booking EVENT CB
08/07/2014 23:47 Customer journey events Check-in EVENT CI
08/07/2014 18:19 Customer journey events New booking EVENT NB
08/07/2014 17:47 Customer journey events Departure status - flown EVENT FL
08/07/2014 17:45 Customer journey events Departure status - flown EVENT FL

FIG. 8

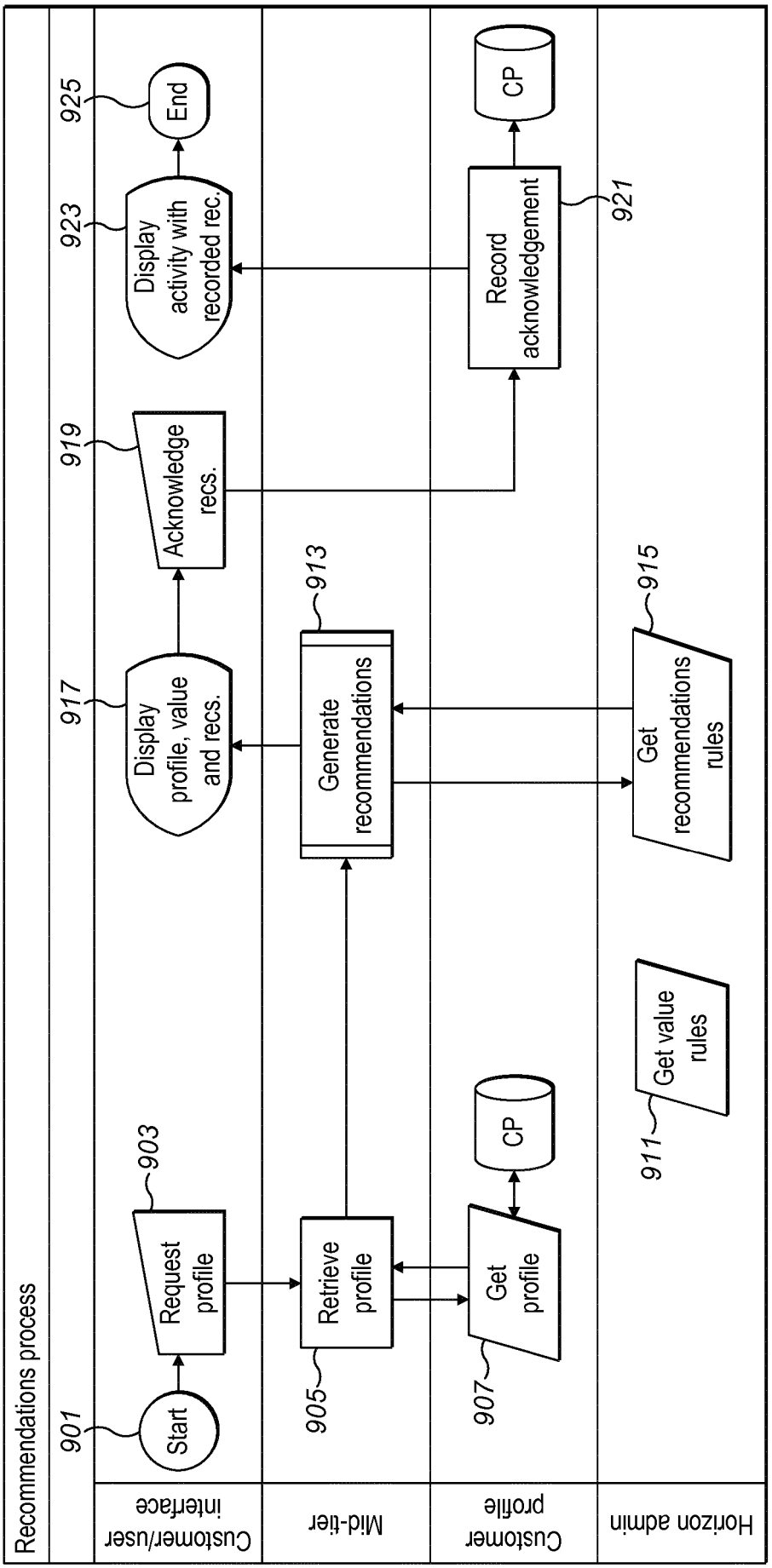

Recommendations process
Customer/user interface
Mid-tier
Customer profile
Horizon admin
901
Start
903
Request profile
905
Retrieve profile
907
Get profile
CP
911
Get value rules
913
Generate recommendations
915
Get recommendations rules
917
Display profile, value and recs.
919
Acknowledge recs.
921
Record acknowledgement
CP
923
Display activity with recorded rec.
925
End

FIG. 9

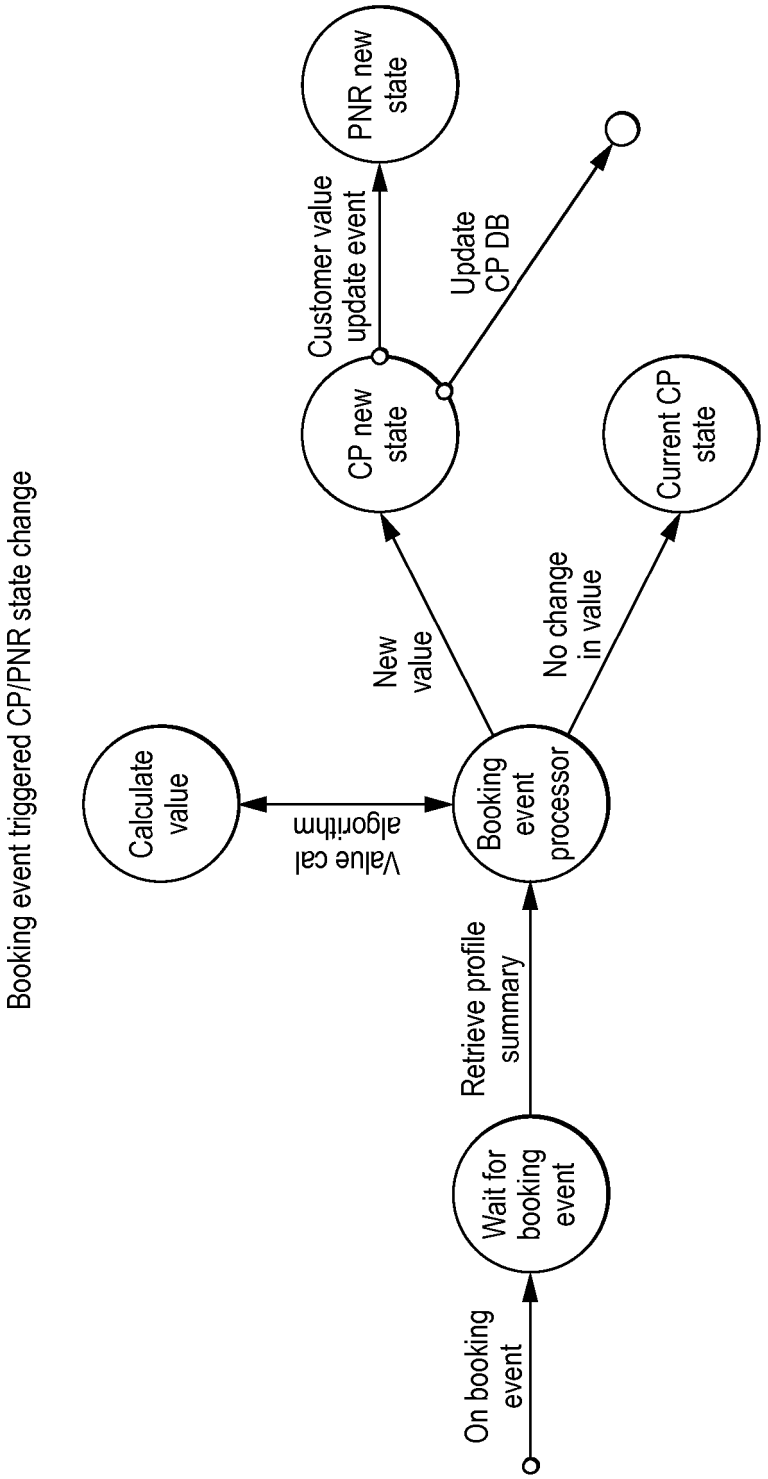

Booking event triggered CP/PNR state change
On booking event
Wait for booking event
Retrieve profile summary
Booking event processor
Value cal algorithm
Calculate value
New value
No change in value
CP new state
Current CP state
Customer value update event
Update CP DB
PNR new state

FIG. 10

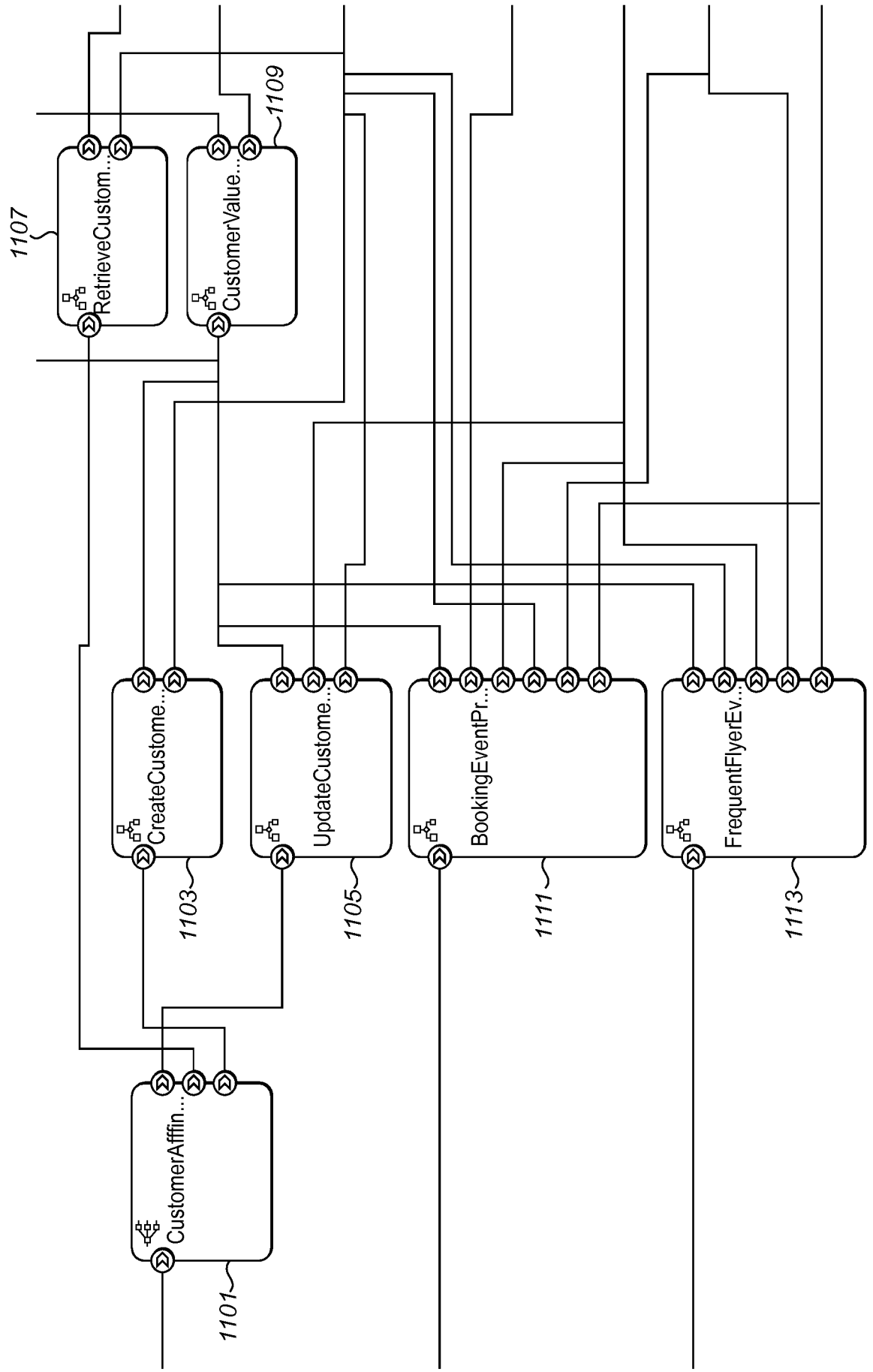

1107
RetrieveCustom...
1109
CustomerValue...
CreateCustome...
1103
UpdateCustome...
1105
BookingEventPr...
1111
FrequentFlyerEv...
1113
CustomerAfffin...
1101

FIG. 11

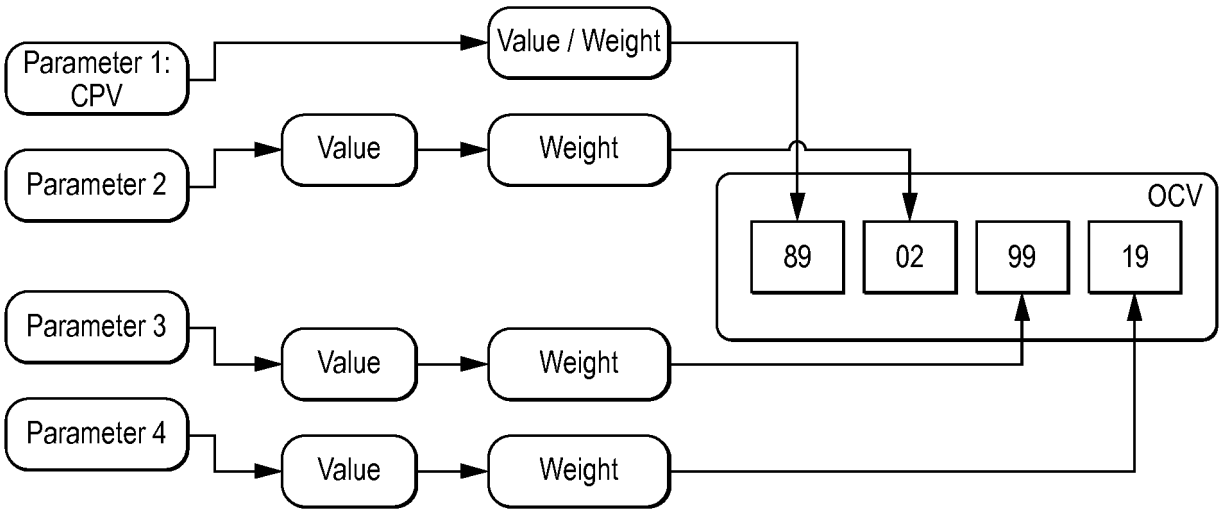

Parameter 1: CPV
Value / Weight
Parameter 2
Value
Weight
OCV
89
02
99
19
Parameter 3
Value
Weight
Parameter 4
Value
Weight

FIG. 12

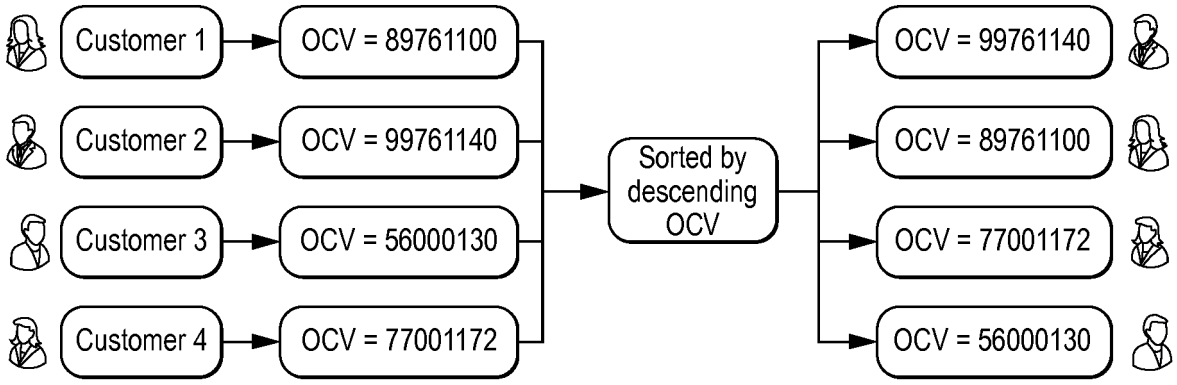

Customer 1
OCV = 89761100
Customer 2
OCV = 99761140
Customer 3
OCV = 56000130
Customer 4
OCV = 77001172
Sorted by descending OCV
OCV = 99761140
OCV = 89761100
OCV = 77001172
OCV = 56000130

FIG. 13