



# Top 5 Future Travel Trends in BIG Data



Presented by

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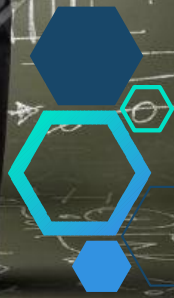
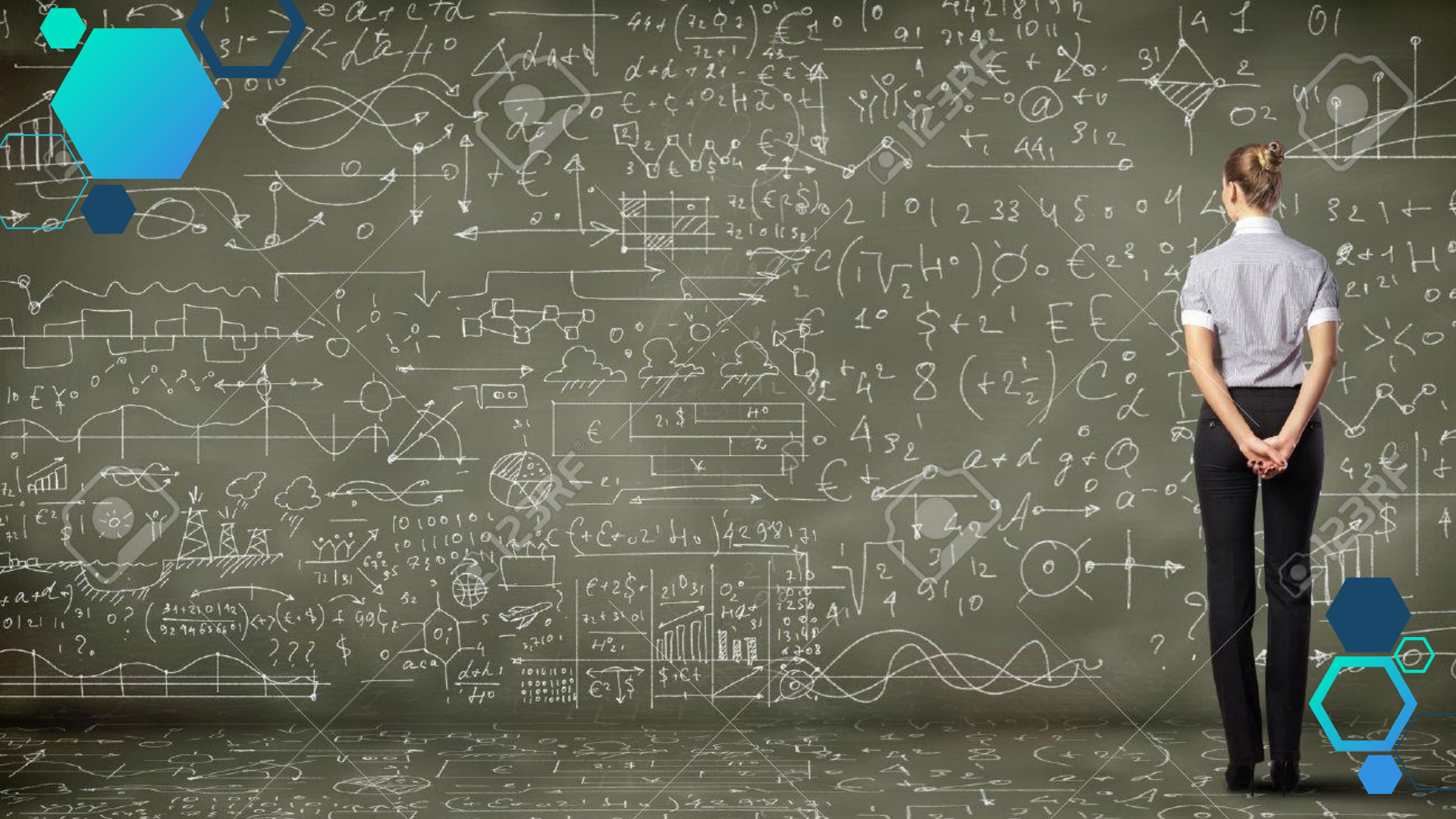
There were 5 exabites of information created between the dawn of civilization through 2003, but that much information is now created every 2 days...

-Eric Schmidt, CEO, Google



# Let's Take a Look at the State of Travel Data...







# The Wild West of Data

- ◇ No data standards
- ◇ Disparate systems
- ◇ Systems do not “talk”
- ◇ Multiple changing states of data and how people want to see it all the time
- ◇ No one does anything the same
- ◇ UDIDS (‘nough said)





# The Five Trends





1

# Global Data Consolidation



What is happening  
across your T&E  
program?





# Global Data Consolidation

- ◇ Not a choice, but a MUST
- ◇ TMC back office, Expense, and Credit Card at a minimum
- ◇ As real time as possible
- ◇ Having transparency across the data will be essential to effectively manage travel
- ◇ All of the benefits of BIG data cannot happen without consolidating data



# Global Data Consolidation

- ◇ Corporate Policy Enforcement and Design
- ◇ Cost Savings
- ◇ Transparency
- ◇ Near real time visibility across all T&E data
- ◇ Traveler Security
- ◇ Benchmarking
- ◇ Goal Setting
- ◇ Trending
- ◇ Managing and Monitoring





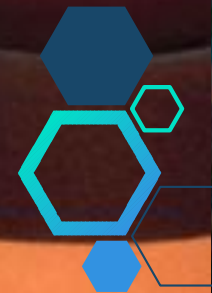
Information is the oil of the 21st century, and analytics is the combustion engine.

- Peter Sondergaard, Senior Vice President, Gartner Research.



2

# AI/Machine Learning



# AI/Machine Learning

- ◇ Systems will work for you and with you
- ◇ Systems will reveal patterns, relationships, and opportunities from consolidated data that were not seen before
- ◇ A living, breathing data ecosystem will be created and tailored to each individual (its already happening)
- ◇ Still, very early stages





By the time we get to the 2040s, we'll be able to multiply human intelligence a billionfold. That will be a profound change that's singular in nature. Computers are going to keep getting smaller and smaller. Ultimately, they will go inside our bodies and brains and make us healthier, make us smarter

-Ray Kurzweil, Futurist



Our intuition about the future is linear. But the reality of information technology is exponential, and that makes a profound difference. If I take 30 steps linearly, I get to 30. If I take 30 steps exponentially, I get to a billion.

-Ray Kurzweil, Futurist



# AI/Machine Learning

- ◇ Take advantage of unseen opportunities (share shift)
- ◇ Know thy travelers (see what travelers are really doing and who the outliers are)
- ◇ Catch in real-time behavioral variances
- ◇ Know when a traveler might be booking a trip or considering one (based on internal emails, sales patterns, etc., and pre-book or arrange an appropriate itinerary.)





3

# The Universal Profile

# The Universal Profile

How?

Sourced from the consolidated data sources including others

- ◇ GDS
- ◇ Social
- ◇ User/Machine Learning



# The Universal Profile

Real time view of what  
travelers actually do....vs.  
what they say they do





4

# Virtual Payments

# Virtual Payments

- ◇ Zero fraud
- ◇ Immediate, real time reconciliation
- ◇ More control
- ◇ No “walking plastic”
- ◇ Ensure compliance to policy
- ◇ Seamless integration between point of sale (GDS/Booking tool), mobile, profile, etc.





**MasterCard.**

5412 7512 3412 3456

3412

12-12

LEE M. CARDHOLDER



**Your phone is becoming your wallet...**



5

# Mobile/Real Time Travel Control



# Mobile/Real Time Control



**IPITA**



# Mobile/Real Time Control

- ◇ The convergence of:
  - ◇ Consolidated Data
  - ◇ AI/Machine Learning
  - ◇ Universal Profile
  - ◇ Virtual Payments

All in one!





**Bonus  
#6**

# Uberization of Data

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- ◇ Fixed Cost Travel up to the time of Travel (no advance purchase requirements)
- ◇ New Pricing models
- ◇ New business models built around the “Micro-Entrepreneurship” concept

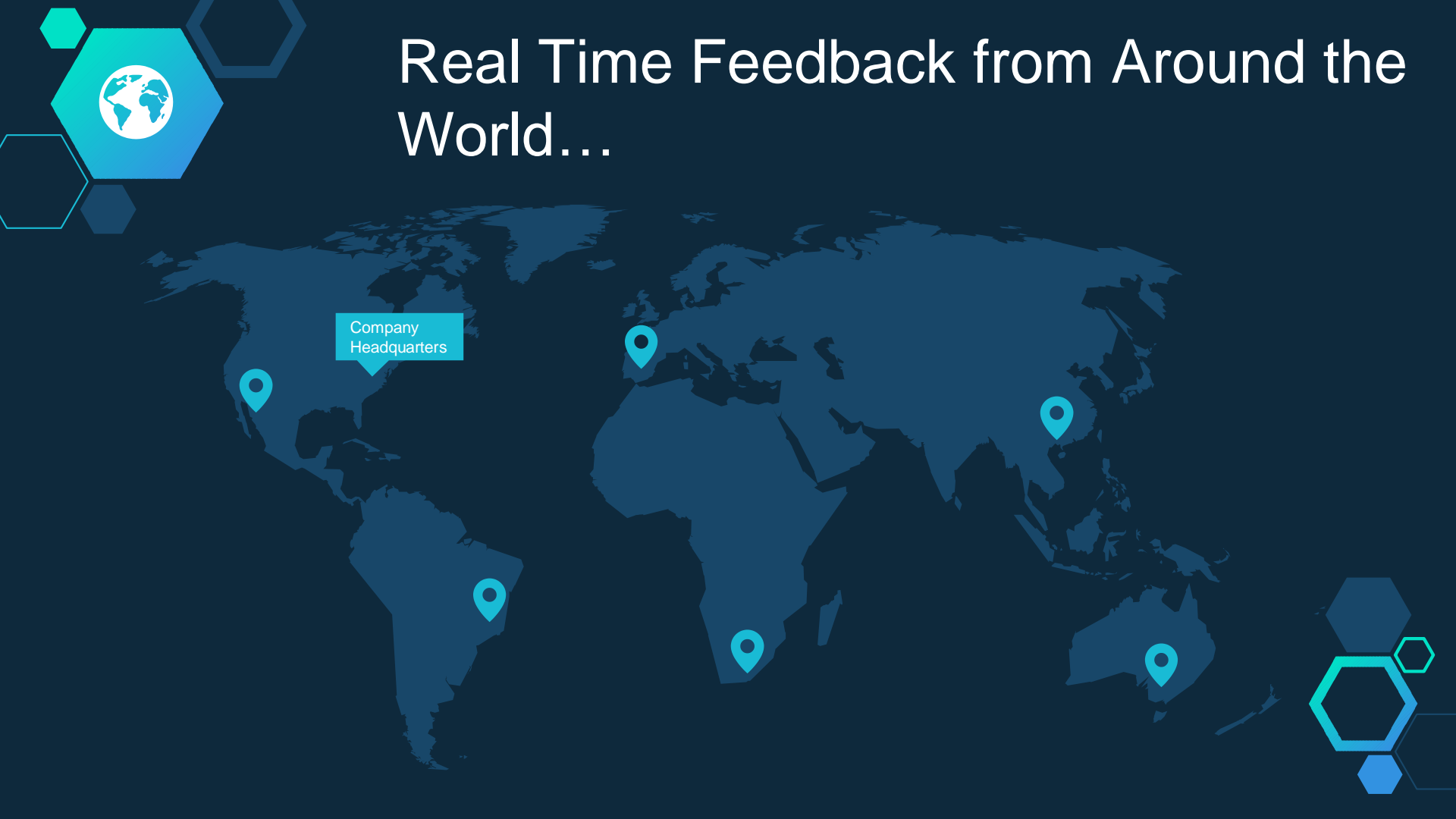




**Bonus  
#7**

# Social Media Data

# Real Time Feedback from Around the World...



Company  
Headquarters



# To Sum it Up...

**Data Consolidation is a necessity and the starting point for the future of Big Data in travel**

**AI/Machine Learning will take analysis and our capability with the data to new levels exponentially**

**The Universal Profile will be the one stop to store and manage all of a traveler's needs**

**Virtual Payments will replace traditional credit cards and other methods as it will protect security and allow travel to be managed in cyberspace without issue**

**Mobile/Real Time Travel Control will come with the convergence of man and machine into one working organism**

**Uberization and Social Media will continue to disrupt and change business models and open up opportunity in the industry**



*Big Data is at the foundation of all of the megatrends that are happening today, from social to mobile to cloud to gaming*

*-Chris Lynch, Vertica Systems*







# Thank You

## Any questions?

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