



Customer Case Study for TDWI: Orbitz Travel Services

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Pentaho Introduction

- World's most popular enterprise open source BI Suite
 - 2+ million lifetime downloads, averaging 100K / month
 - Founded in 2004: Pioneer in professional open source BI
- Management - proven BI and open source veterans
 - from Business Objects, Cognos, Hyperion, JBoss, Oracle, Red Hat, SAS
- Board of Directors - deep expertise and proven success in open source
 - Larry Augustin - founder, VA Software, helped coin the phrase "open source"
 - New Enterprise Associates - investors in SugarCRM, Xensource, others
 - Index Ventures - investors in MySQL, Zend, others
- Widely recognized as the leader in open source BI



Pentaho Customers



Orbitz Travel Services Overview

- Orbitz is a leading online travel company offering leisure and business travelers a wide selection of low fares, as well as deals on lodging, car rentals, cruises, vacation packages and other travel
- Inventory includes more than 400 airlines, more than 65,000 lodging properties worldwide and 13 rental car brands.
- Division of Travelport



Orbitz Travel Services: Critical Needs

- Connect travel agents and suppliers they support in areas such as reporting, contract renewal, online equipment ordering and user account administration.
- Automate processes that were previously manual for travel agents; strong need to improve user experience and save time for transactions and reporting.
- Reduce costs associated with new portal development, deployment, and maintenance.



Orbitz Travel Services: Critical Needs

DO MORE

WITH LESS



Situational Digest

- Need for an integrated, extranet application with integrated BI
 - Standardized reports
 - Parameterized reports
 - Report subscriptions delivered via e-mail
 - Extremely secure (agent data from multiple different companies)
 - Common look-and-feel across the application
- “Standardized” on a proprietary BI platform internally
- The “process”:
 - Reached out to incumbent BI vendor account manager
 - Quoted > \$1M USD for BI capabilities alone
 - Decided to explore alternatives that would better address the technology requirement, provide better value



Results



MyAccount.Galileo.com

Pentaho Solution

- Pentaho Reporting Subscription
- Red Hat Enterprise Linux, JBoss Application Server, MySQL database
- 2,500 users with integrated contract renewal, ordering, reporting

Results

- 4-year, \$1.5M TCO reduction
- Integrated, self-service reporting
- Application selected as 2006 JBoss Innovation Award winner

Why Pentaho

- Cost of ownership
- Embeddability within custom web-based applications (security, user interface, etc.)



ROI and Recommendations

“Be willing to take a chance on open source projects. Realize that open source projects can be **every bit as good** as commercial equivalents **without the expensive license fees**. You will probably also experience **much better overall support** - via the combination of community support tools such as Forums and Wikis and the for-pay technical support offered as part of the [Subscription.]”

ORBITZ



Best Practices in the Orbitz Deployment

- Pragmatism (not “religion”) rules
 - Orbitz evaluated multiple proprietary and open source offerings for every part of the application
 - Made choices based on capabilities and value, not because they “hate Microsoft”, “love open source”, or “want to support the open source movement”
- Training
 - Consider training as a “pre-purchase” investment, rather than post-purchase
 - Comparatively inexpensive way to learn a product, and accelerate evaluation and/or deployment



Observations / Other Takeaways

- The open source model **transforms and streamlines** the evaluation cycle
- No salesperson **acting as a "gate"** between you and content
 - Product, documentation, user feedback, product roadmap - freely available
 - You're in control of the evaluation, with minimal "information disadvantage"
- BI standardization may cost you more
 - Cost savings are a **fundamental assumption** of "BI standardization"
 - Entrenched BI incumbents **actually charge a premium**
- "Positive side effects"
 - More flexibility to fix or enhance code (Orbitz referenced this)
 - No software lock-in (**relationship based on service**, not access to software)
 - Proprietary vendors charging "enablement fees", suing customers



Many More Diverse Customer Examples



- Rolled out a data warehouse, balanced scorecard, and integrated reporting and analysis in **8 person-weeks**



- Analyzing **half a terabyte** of historical ticket data in OLAP application to set prices



- **Replaced already-deployed Oracle Warehouse Builder** with Pentaho Data Integration to improve agility and decrease maintenance time and cost



- Using Pentaho Data Integration **with Microstrategy BI**



- Maintaining 2.5B row fact table, growing at 300M records/month with Pentaho Data Integration





Thank You!
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