

SUCCESS CASE - 2019

VUELING (AIRLINE): LEVERAGING THIRD-PARTY INTEGRATION DATA FOR A BETTER FLIGHT DISTRIBUTION ANALYSIS

CLIENT PROFILE

Vueling Airlines is a Spain-based low-cost airline company engaged in the provision of scheduled domestic and international flights. With an estimated **revenue of 2.5B € and more than 3.300 employees**, Vueling is one of the leading private airline companies in Europe. The company is a subsidiary of the IAG group and operates **150 short and medium-range routes to 45 cities** in Europe from Barcelona.

CHALLENGE

Flight distribution is based on a myriad of integrations and connections between different players such as GDS and NDC systems, flight aggregators, tour operators, travel agencies, etc. This complex scenario makes it **difficult for many airlines to gather data** related to a passenger's search, availability or booking requests when they are done via third-party integrations.

This was the case for Vueling with one of their main distributors, the online travel agency eDreams. The information Vueling was able to collect was limited to the flights sold, so there was **no traceability or insights on the behavior of the potential customers**, and zero visibility on what exactly the customers were looking for before the actual booking. This **lack of information prevented them from analyzing real demand** and identifying growth opportunities for their flight sales in this channel.

The data generated in each transaction (XML web service comprising a request and a response) for a Vueling flight via eDreams was not leveraged at all. It was simply ephemeral data flowing through the network integration and never collected because **the technologies and tools Vueling had at their disposal weren't able to gather data** from network traffic without modifying their backend systems. This is why the Datumize solution was a game-changer for Vueling Analytics, Operations, and Network Planning teams.

SOLUTION

To provide Vueling with **data related to the transactions from clients** in eDreams integration, we implemented our Datumize Real Demand solution. First, the XML data is captured from Vueling B2B Web Services using Datumize Data Collector, which leverages network sniffing and deep packet inspection for HTTP Web Services. Thereby, we can **non-intrusively collect all the network transit data**, which adds up to more than 50M transactions per day.

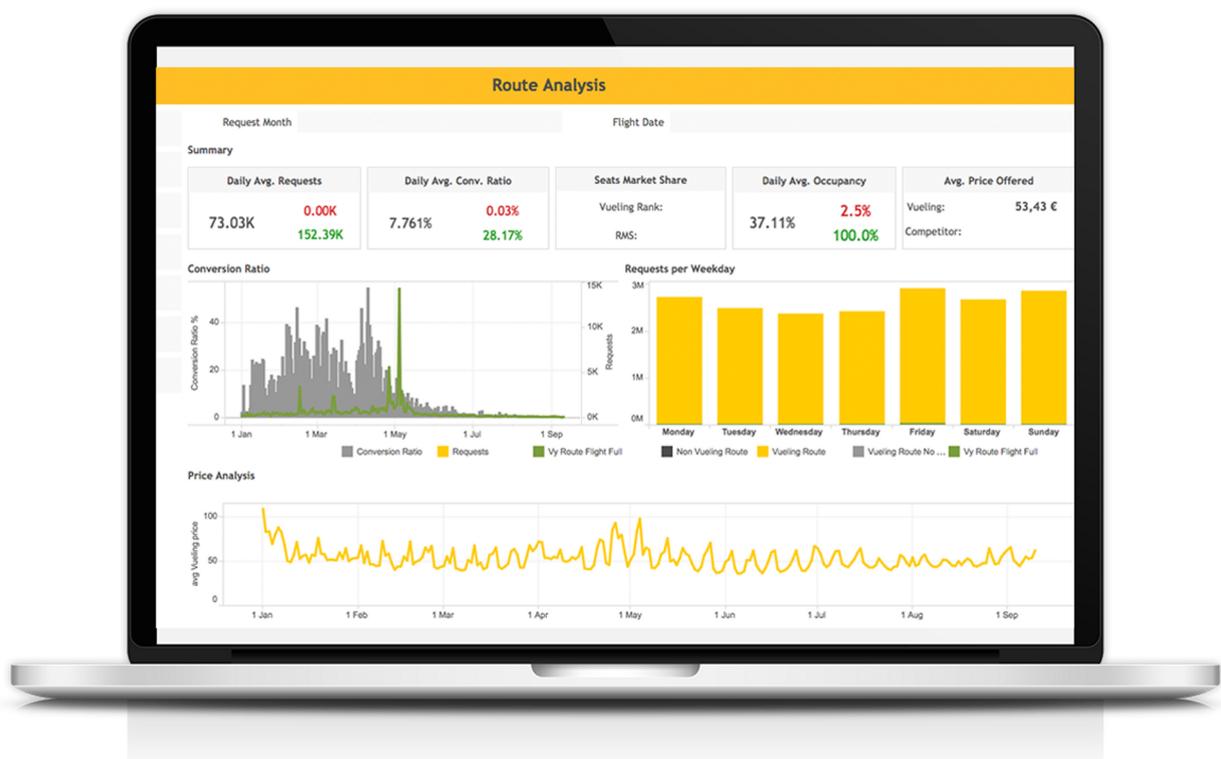
The XML data hides **valuable information regarding the interactions that potential Vueling clients performed at eDreams**, so in order for it to be translated into compelling metrics it needs to be processed, filtered and aggregated with Datumize Data Box.

The resulting structured data is then prepared to be utilized in the Vueling business intelligence storage. This is the entrance point for our implementation partner, SDG, who designed tailored dashboards to visualize the data.

A dashboard for the **business-related metrics** where the Vueling team can see timely metrics related to passenger behavior and booking preferences, including:

- Overview of the main metrics.
- Request distribution and days in advance.
- Weekday analysis.
- Demand vs. availability. Demand vs. booking (conversion).
- Map to graphically explore requests by route.

A dashboard to **monitor the service**, to observe in real-time technical performance of the integration and detect errors and timeouts.



“We have been losing relevant data for years and tried different projects in the past with our team. Datumize technology allows us to nail down the right data without interfering in our systems.”

Jonathan Guerrero, Innovation Manager at Vueling.

RESULTS

With the new insights Vueling has by leveraging the data from its integration with eDreams, they can now **improve the booking forecasting, price optimization and route optimization for this flight distribution channel.**

As a result, they've already **increased their revenue in this channel by more than 4%**, by matching available routes with real demand. As an added benefit, the management team is now capable of determining the “next best offer” or even the “next best route”, based on quality data.

Vueling reported a **significant improvement in the quality of their booking service** via this third party thanks to the quick identification of issues that allowed them to **reduce by more than 20% their mean time to repair (MTTR).**

CONCLUSION

The Vueling team is using Datumize solution on a day-to-day basis and enjoying new insights for improving flight distribution via eDreams.

They evolved from being practically blind on data through this sales channel, to **now being equipped with the needed route analysis, information to demand forecasting, catalog optimization, planning and effective decision making.**

About Datumize

We are a software technology company established in 2014 in Barcelona, Spain. We aim to develop innovative products that allow companies to enjoy actionable insights drawn from dark data. Our secret sauce is a **proprietary, sophisticated data collection software which gathers data from fancy sources.** Datumize technology is helping travel companies to monitor customers' requests and booking behavior, aspirations, and interactions for **better demand understanding and lost opportunities detection** by collecting and cracking data flowing through their Web Services and API integrations.