
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

TRV202

How AWS is helping the travel industry fly into the future

Clare Ward

Worldwide Technology Leader, Travel and Hospitality Solutions AWS

Sam Charmand

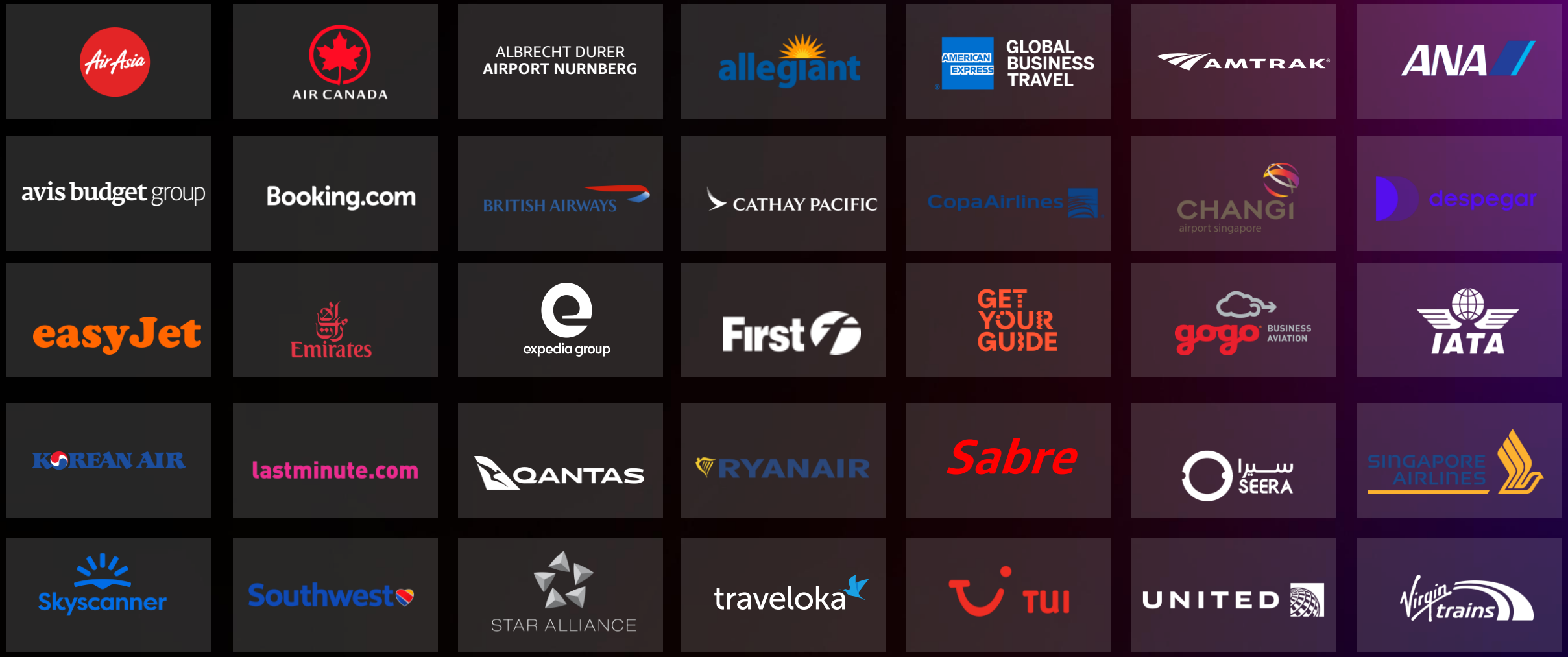
Group Chief Information Officer, Qantas Airways

David Thompson

Chief Technology Officer, American Express Global Business Travel

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Select AWS travel customers



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Select AWS hospitality customers



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Featured speakers



David Thompson
Chief Technology Officer,
American Express Global Business Travel



Sam Charmand
Group Chief Information Officer,
Qantas Airways

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Business disruptions causes in 2022/2023



Legacy/outdated technology



Labor shortages



Cybersecurity



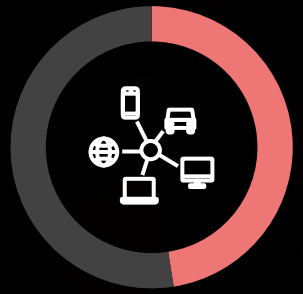
System outages

Source: Skift 2022 Digital Transformation Report

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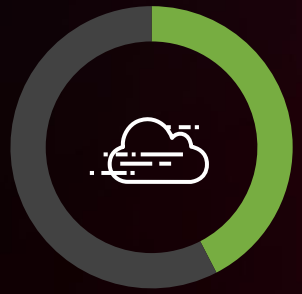
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2022 travel technology investments



47.5%

Modernize software or hardware



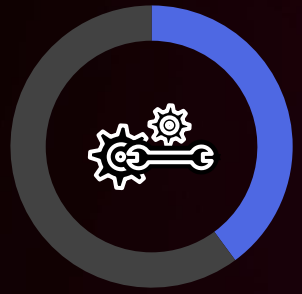
42.4%

Migrate applications, data, or infrastructure to the cloud



42.8%

Maintain and upkeep existing/legacy systems



39.5%

Make software systems more flexible/resilient

Source: Skift 2022 Digital Transformation Report

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Delivering the most valuable marketplace in business travel

David Thompson (He/Him)
Chief Technology Officer
American Express Global Business Travel

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American Express Global Business Travel

American Express Global Business Travel (Amex GBT) is one the world's leading B2B travel platforms, **providing software and services to manage travel, expenses, and meetings & events for companies of all sizes**.

- One of the most valuable B2B marketplaces,
- Amex GBT trading NYSE (GBTG) as of May 31, 2022



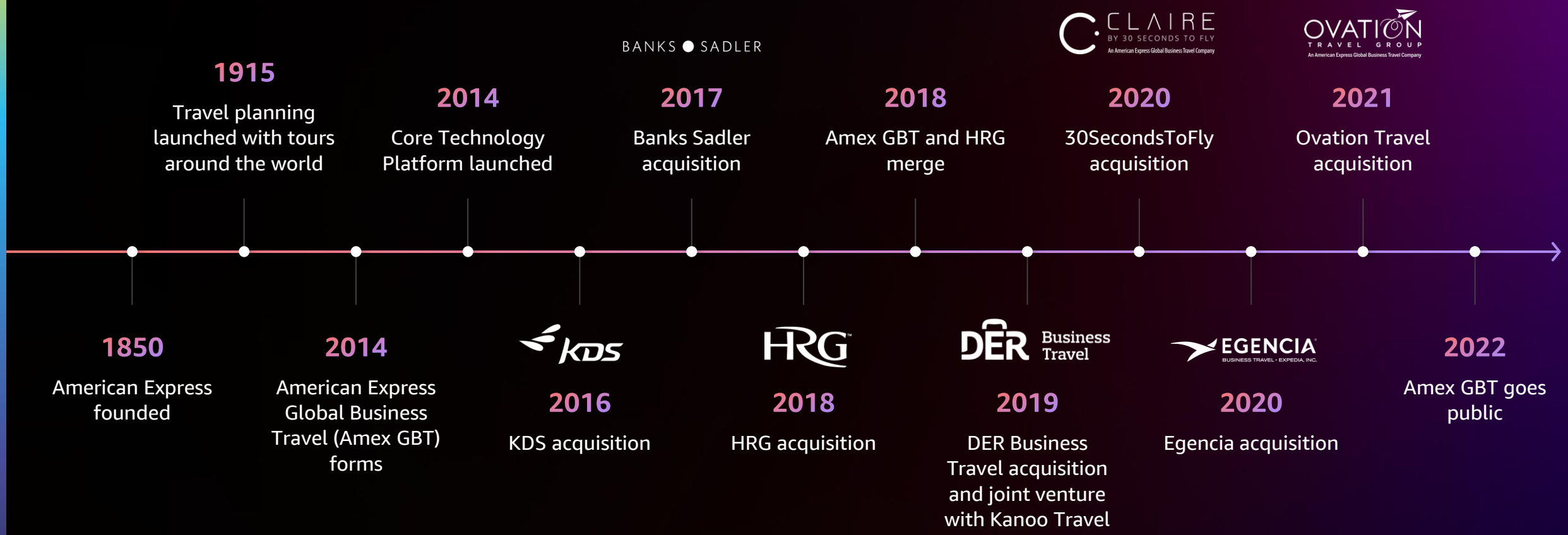
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Our journey of 100+ years in business travel

What began as a shipping company people could trust to transport their most valuable possessions has evolved into the world's leading business partner for managed travel



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Migration overview

Engagement with 100s of customers, suppliers & technology providers



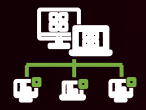
250+

business applications migrated



22

applications migrated in a single weekend



5

separate move groups



1

global team of engineers



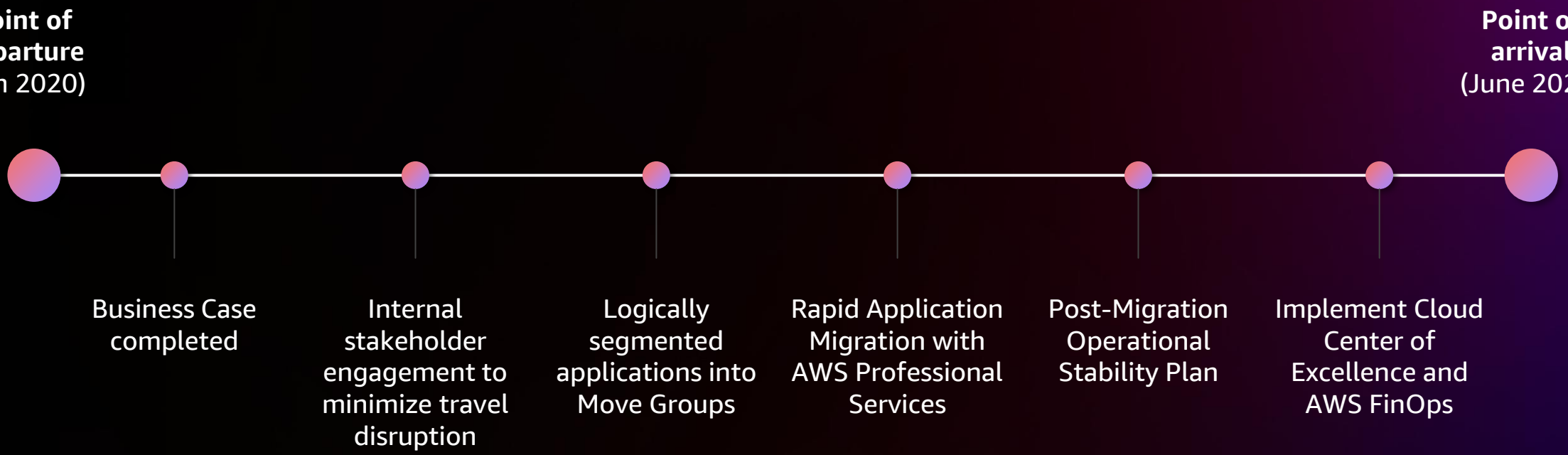
16

months start to finish

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Migration overview

16-month process

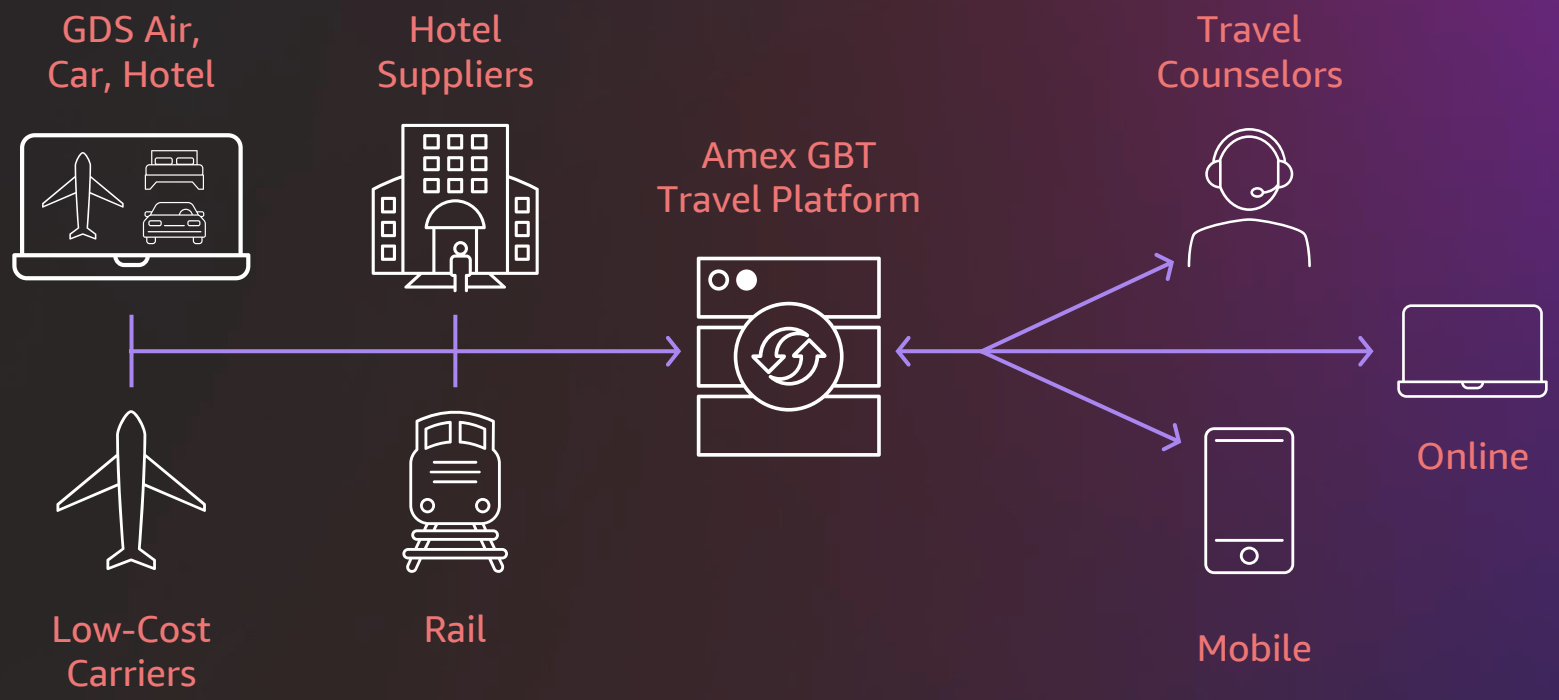


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The Amex GBT platform

Access to global content and rates

Globally-distributed application functionality, multiple AWS Regions, AZs



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We leveraged AWS solutions to solve



Amazon Elastic Kubernetes Service (Amazon EKS)



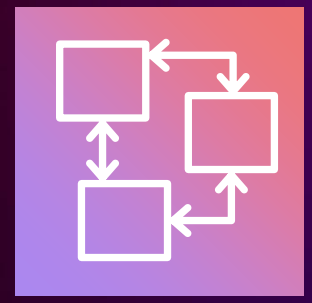
Amazon Relational Database Service (Amazon RDS)



Amazon Managed Streaming for Kafka (Amazon MSK)



Amazon ElastiCache for Redis



Availability Zones and Regional failovers

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The Amex GBT platform

What it means for our customers

Globalization

- Compliance with international law and handling of data

Traveler centricity

- Ability to better customize inventory results across channels

Insights and compliance

- Industry-leading travel analytics platform

Digital traveler

- Access to same travel options in Mobile and Online

Value for money

- Broad range of travel inventory
- Seamless access to negotiated fares
- Content parity across all channels

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Key drivers for building on AWS



Global
requirements



Rapid delivery
of new products

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Key drivers for building on AWS



Global requirements

- Data residency and privacy
- Application localization
- Global application availability
- Rapid deployment of supplier content
- Environmental sustainability

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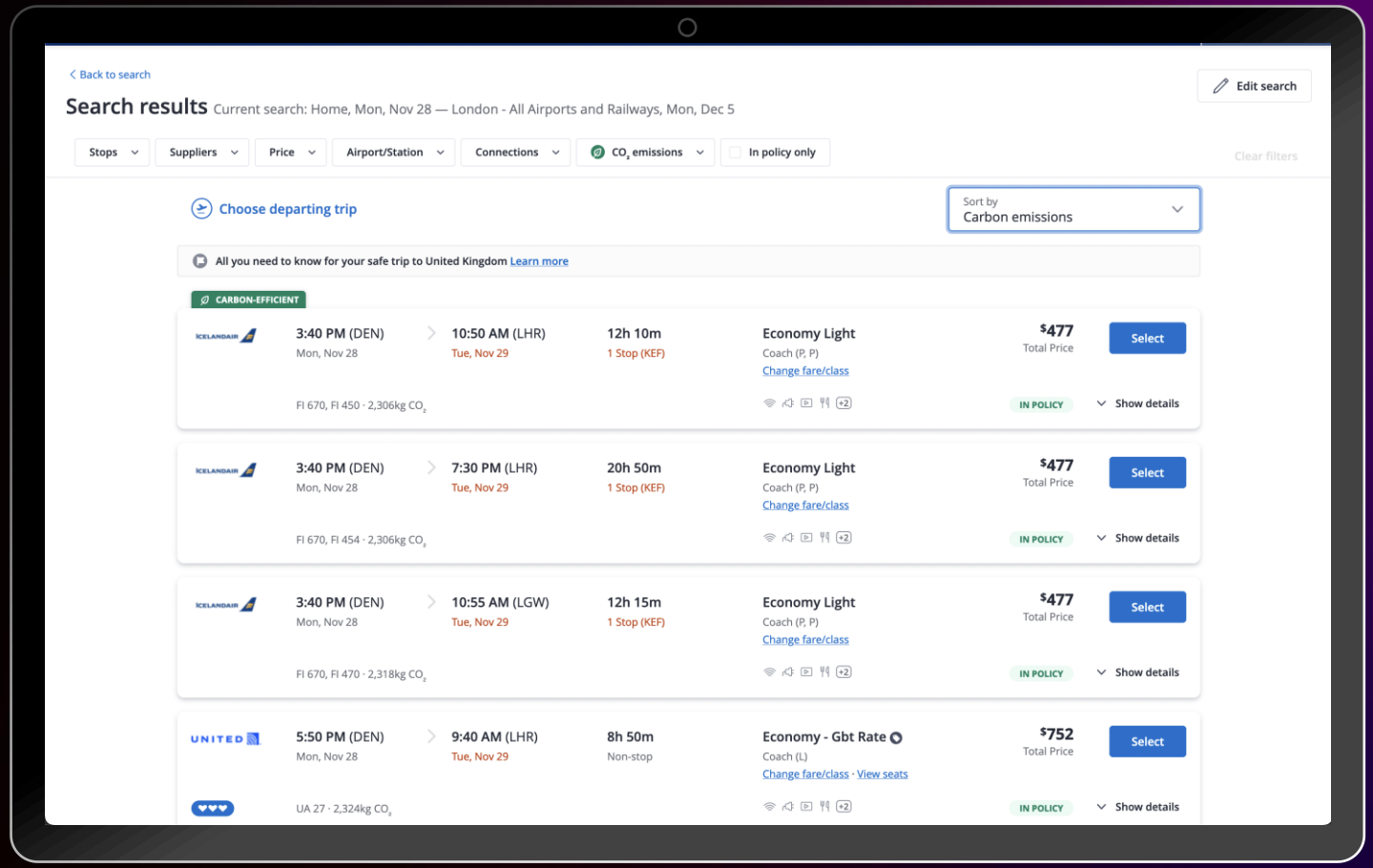
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Establish Amex GBT as the marketplace for green business travel

Integrate carbon calculation into booking tools and data analytics

Drive to Net Zero aviation targets

Influence choice in sustainable aviation fuel



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Key drivers for building on AWS



Rapid delivery of new products

- Rapidly develop new products and integrate supplier content
- Simplify acquisition
- Lower cost variability
- Access to new technology & services
- Modernize legacy mainframe-based systems

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Rapidly integrate Egencia content

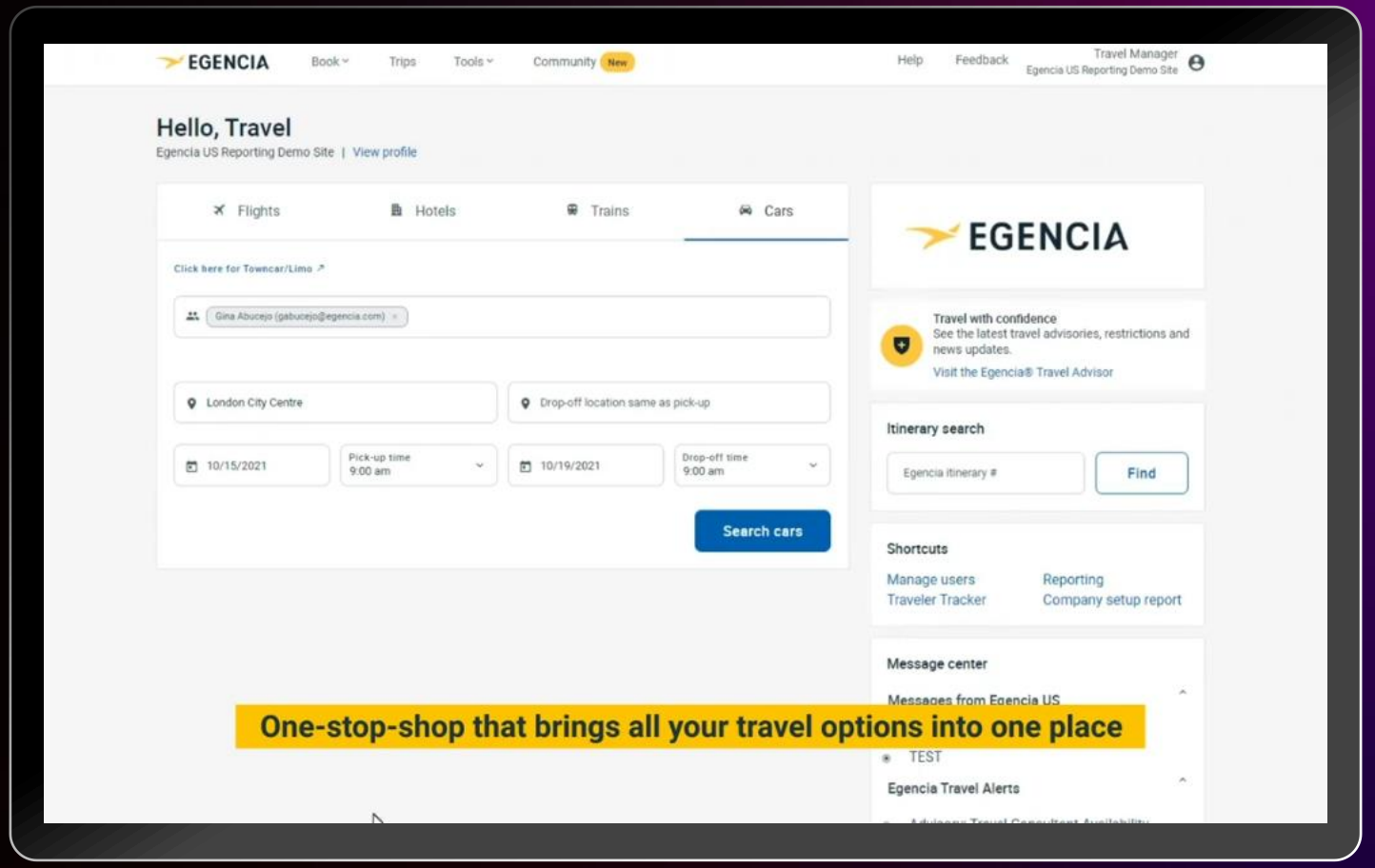
EGENCIA®

An American Express Global Business Travel Company

Significantly reduced effort via AWS-to-AWS integration

Lessons learned:

- Accelerate due diligence using AWS Professional Services
- Created playbooks for future acquisitions & integrations
- Significant reduction of effort for future acquisitions



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Looking forward—
one of the most valuable global travel marketplaces



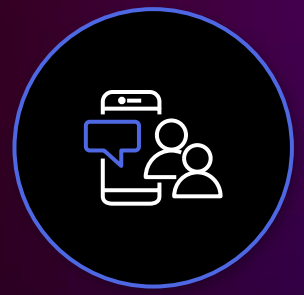
Broad and deep set of analytics capabilities



Integration and display of diverse supplier content



Rapid integration of acquired products, technologies



Present every offer in near real time

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“Business travel is taking on a new role as the catalyst of culture”

Paul Abbott

CEO, American Express Global Business Travel

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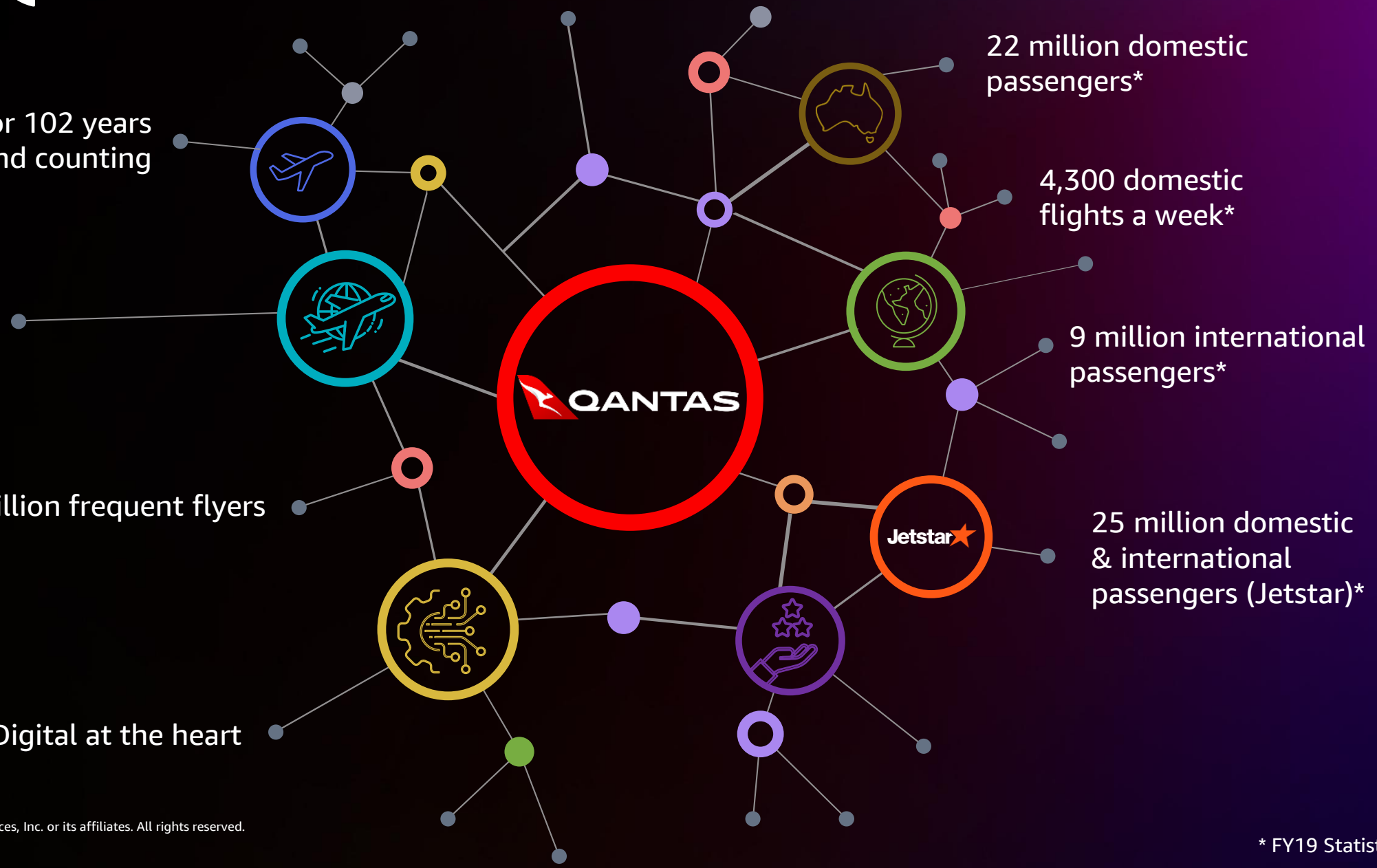
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Digitizing and transforming a 102-year-old airline

Sam Charmand (he/him)
Group Chief Information Officer
Qantas Airways

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Who is Qantas?



Flying for 102 years and counting

Qantas, Jetstar, Qantas Freight, & QantasLink

14 million frequent flyers

Digital at the heart

22 million domestic passengers*

4,300 domestic flights a week*

9 million international passengers*

25 million domestic & international passengers (Jetstar)*

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* FY19 Statistics

102 years of style & innovation

1960s



1970s

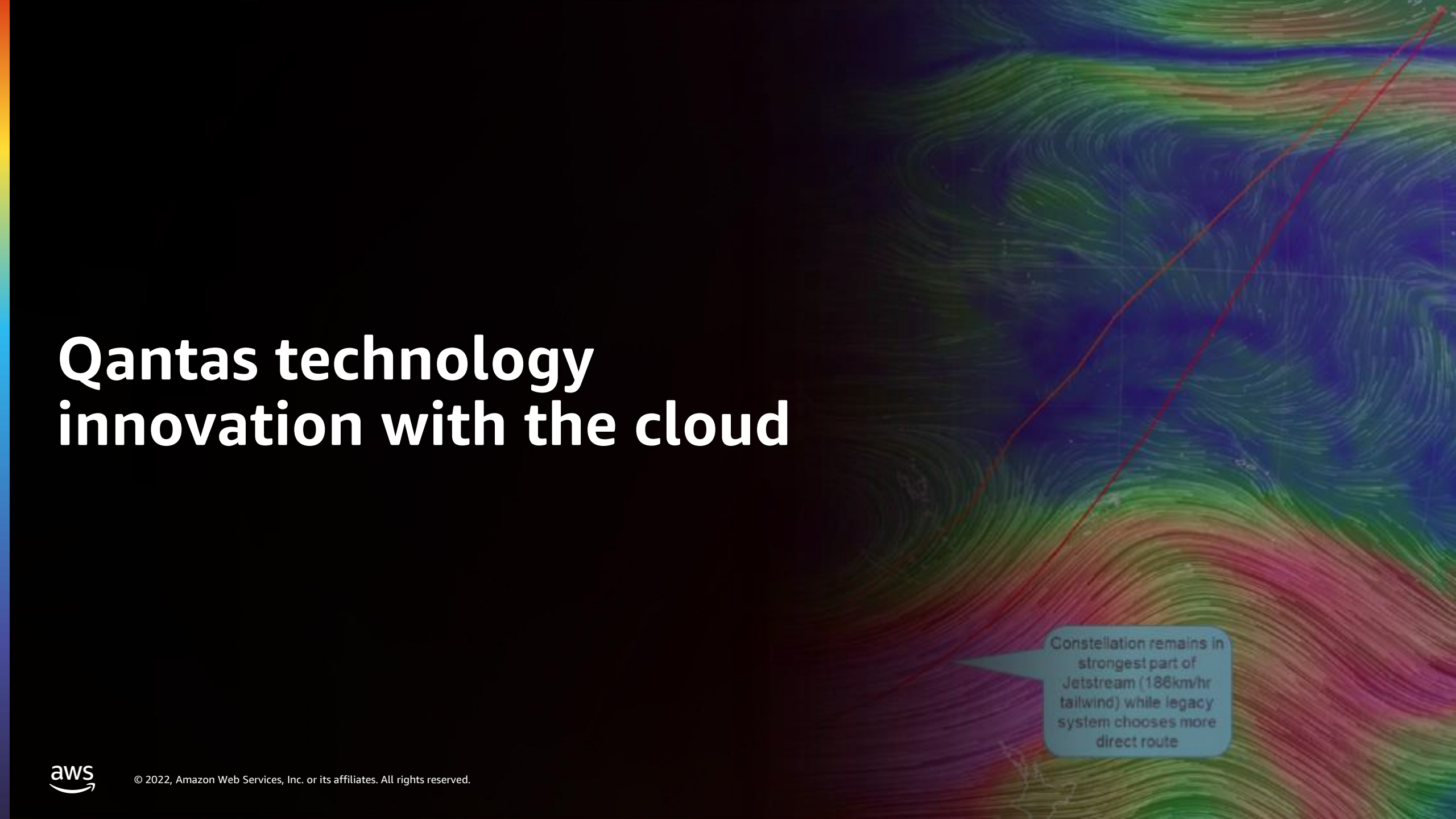


2025



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Qantas technology innovation with the cloud



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Top 3 AWS services

CONSTELLATION



Amazon Relational Database Service (Amazon RDS)



Amazon DynamoDB



Amazon Simple Storage Service (Amazon S3)

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COVID-19 disruption

DOUBLE DOWN ON TECHNOLOGY PRINCIPLES



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Exit the DC (& mainframes)

DC exit challenges

10M PL1 lines across 24 mainframe apps

70 disparate technologies migrated to cloud-native

3 queuing environments supporting **170** queues

7TB of data migrated from on premises



12-month delivery

Benefits

60% cost saving over 5 years

Data platform for next-gen use cases

Increase speed to market

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Focus on differentiation



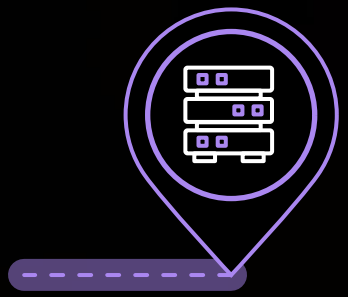
Enhance customer experience



Increase operational efficiency



Progress towards sustainability goals



1. Removing undifferentiated heavy lifting



2. Reimagining & modernizing our tech stacks



3. Next generation use cases & insights

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Strengthen the partnership

WHY AWS IS OUR PREFERRED CLOUD PROVIDER



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Key takeaways

01

Don’t need hundreds of millions of dollars and thousands of hours—start small

02

Do more with less

03

Choose progress over perfection

04

Dream in years, plan in months, track weekly, pivot daily

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Additional learning opportunities



TRV201 - The transformation of hospitality for the customer of the future

Thursday, December 1
11:45 – 12:45
Level 1, Summit 228, Caesars Forum

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Visit aws.com/travel to learn how AWS can help you fly into the future

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Thank you!

Clare Ward
clarewd@amazon.com
linkedin.com/in/clare-ward

David Thompson

Sam Charmand



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