AWS re:Invent

TRH201-L

Leadership session: Travel & Hospitality

David Peller
Head, Travel & Hospitality
Amazon Web Services

Kenneth Chang
Chief Information Officer
Korean Air

Brian Kirkland
Chief Technology Officer
Choice Hotels Int'l

Will Sprunt
Chief Information Officer
Deliveroo (Roofoods)

AWS re:Invent

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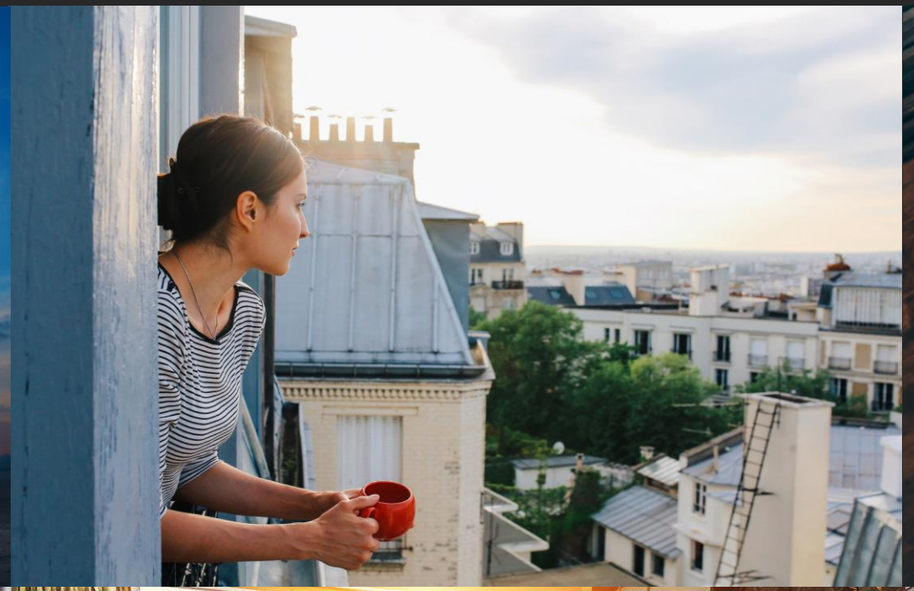
aws



Welcome

AWS Travel & Hospitality

Other AWS re:Invent sessions

TRH202 — Personalizing customer experiences in Travel and Hospitality

Wednesday, December 4, 12:15 p.m.

MGM, Level 3, Chairman's Ballroom 360

TRH302 — Turn Travel and Hospitality call centers into profit centers (Chalk Talk)

Thursday, December 5, 1 p.m.

MGM, Level 3, South Concourse 304

aws travel and hospitality

KOREAN AIR
SKYTEAM

CHOICE
HOTELS

deliveroo

Korean Air

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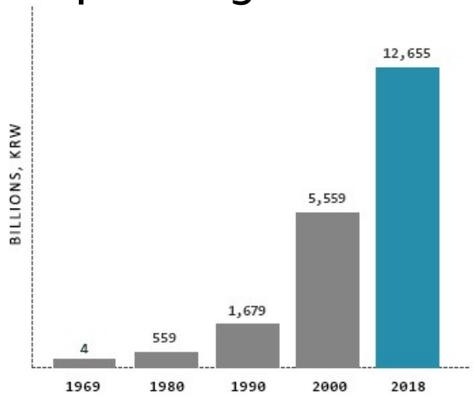
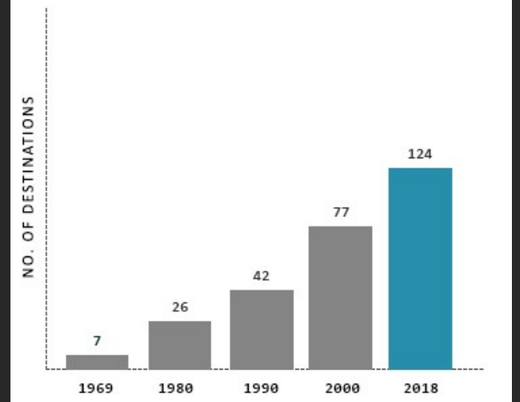
Korean Air: *Beyond 50 years of excellence*

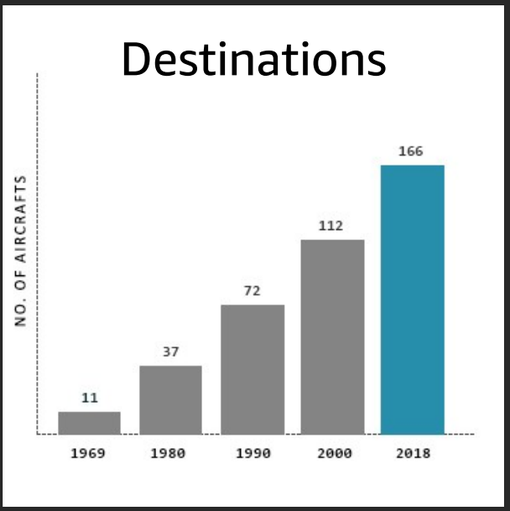
Operating revenue



Fleet



Destinations



Mission

Excellence in flight

Korean Air with AWS

Partner with AWS for the next 50 years of excellence

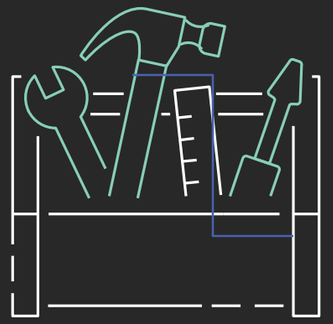
This is a foundation for a broader digital transformation journey

Business challenges

Business agility

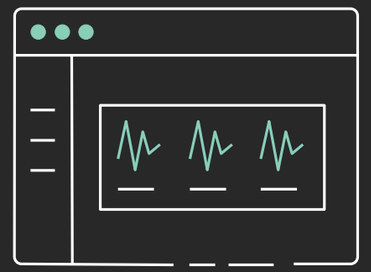
For operational excellence

Predictive maintenance



For innovative excellence

Customer experience

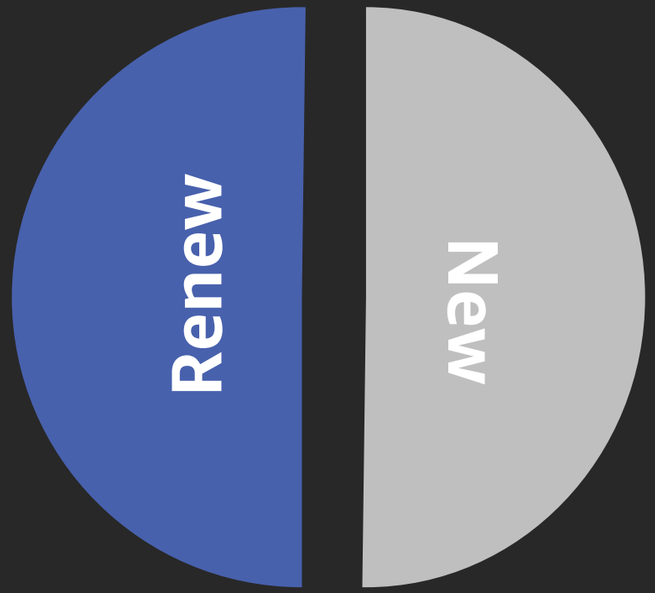


For service excellence

Korean Air strategy: Ambidextrous

Optimization

Short-term
Present focus
Solving
Incremental



Innovation

Long-term
Future focus
Anticipating
Disruptive

Business agility

Phased all-in migration

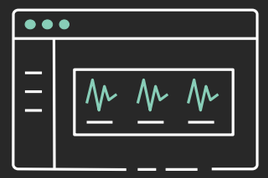
Data warehouse migration

Operational excellence

Predictive maintenance

Innovative excellence

Homepage & mobile redevelopment

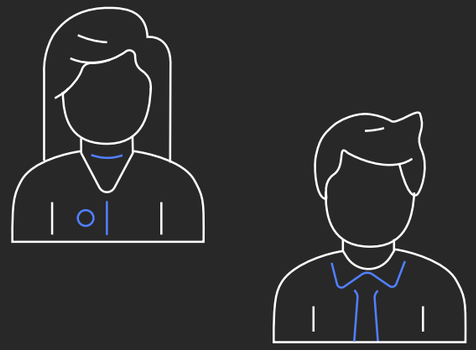


Service excellence

Solution with AWS: Business agility

Phased all-in migration

Migration planning
Landing zone
Security and compliance
CCoE
Etc.

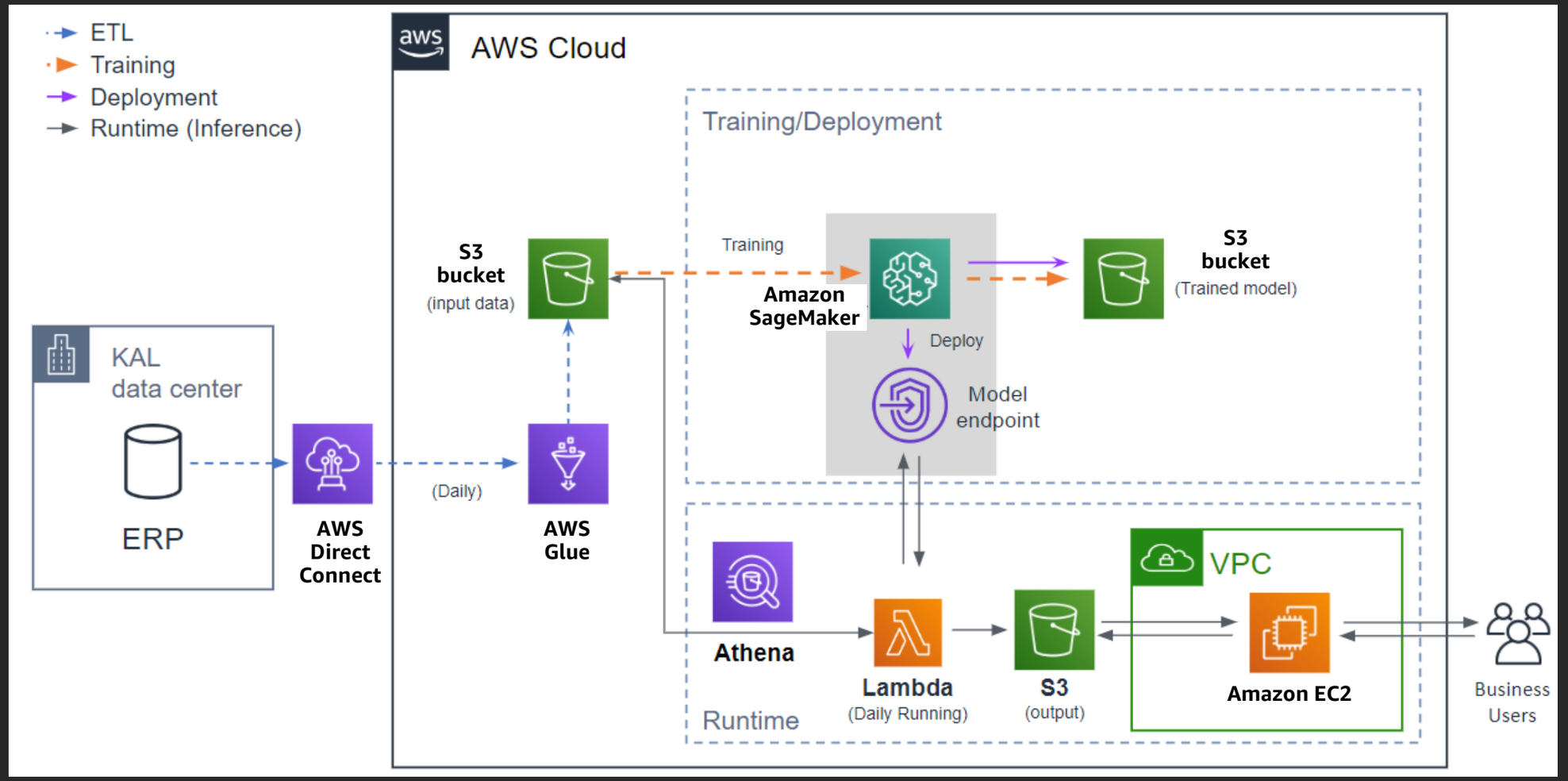


With AWS Professional Services

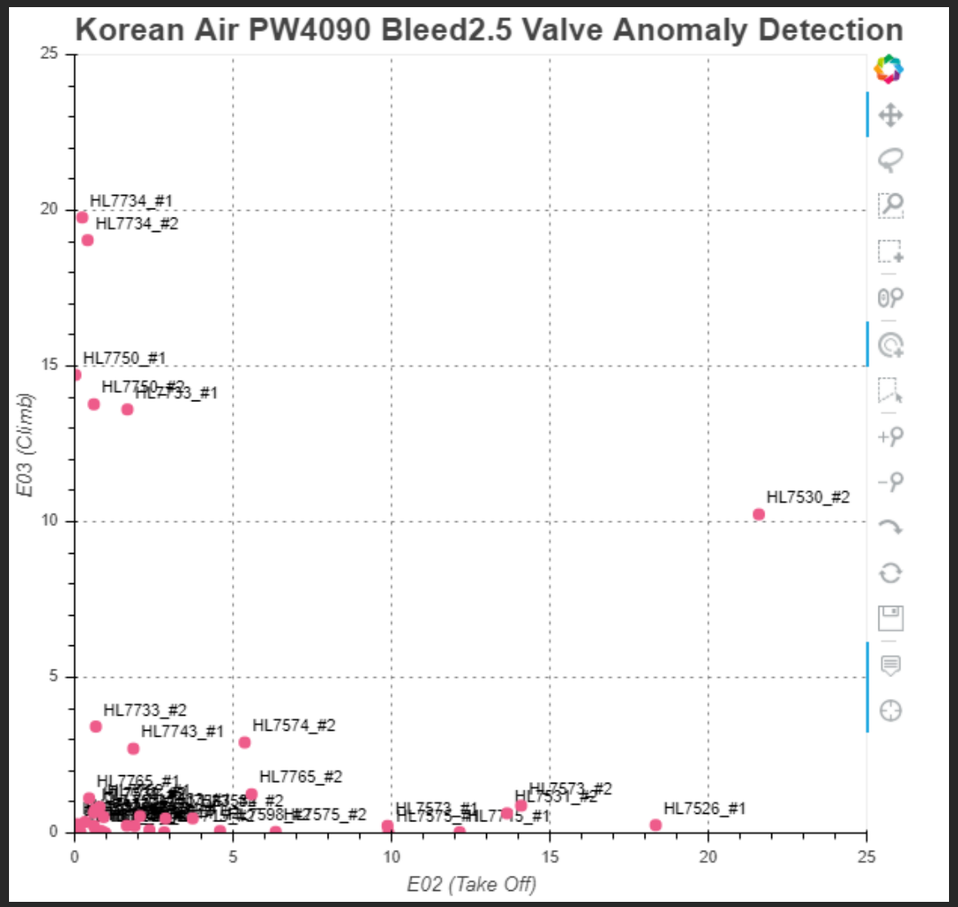
Data warehouse migration

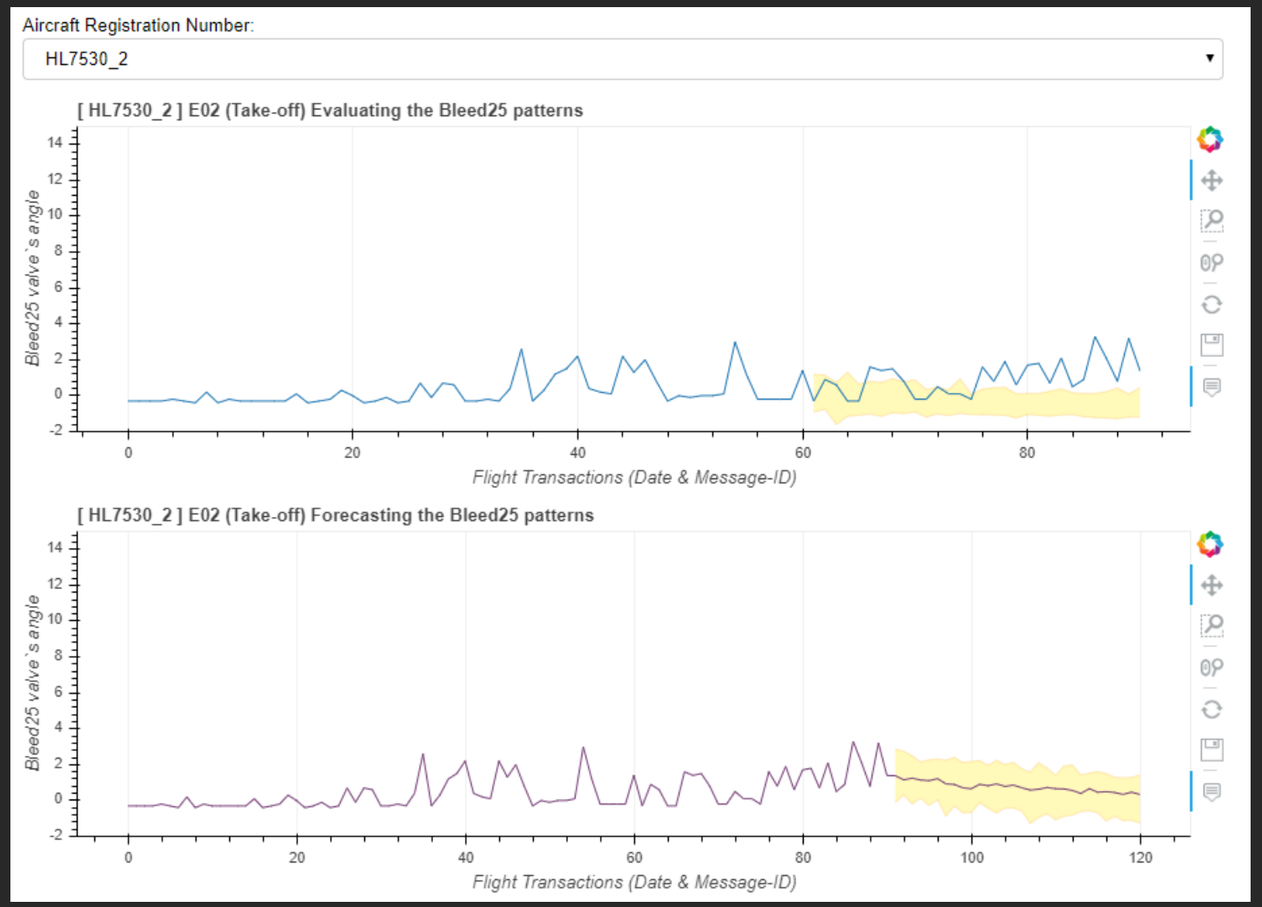
Data migration
ETL migration
CI/CD
Services enablement
Etc.

Solution with AWS: Predictive maintenance (1/2)

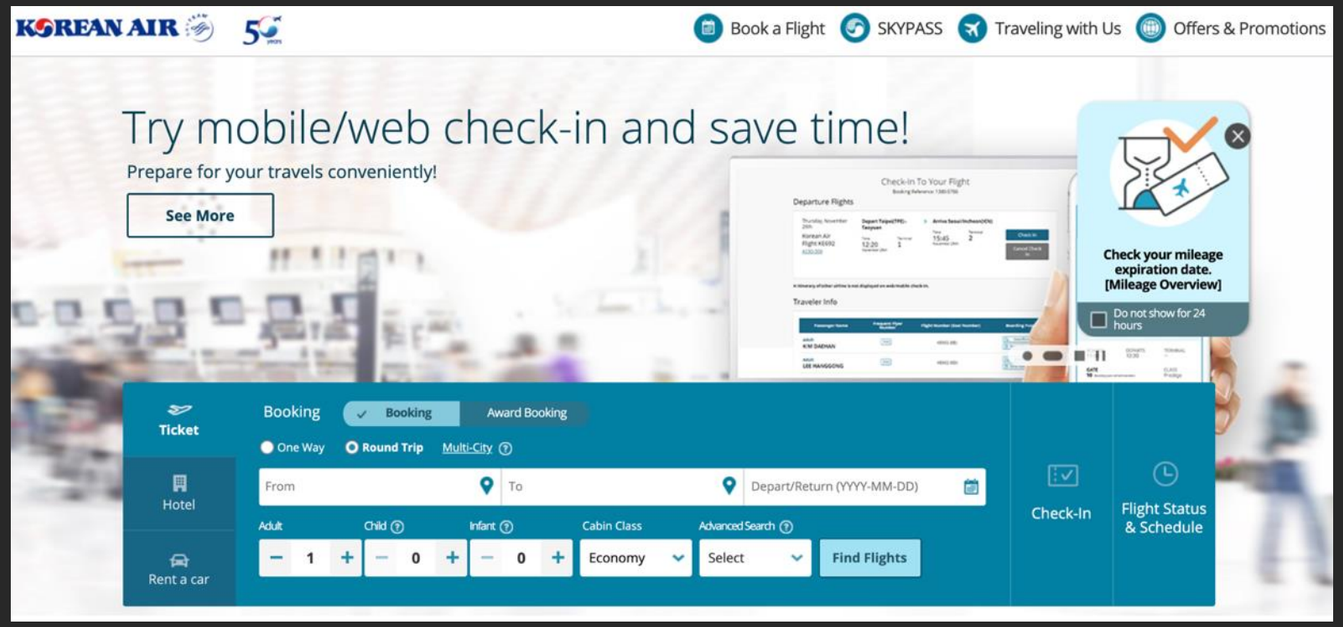


Solution with AWS: Predictive maintenance (2/2)





Solution with AWS: Homepage & mobile redevelopment



Redesign phase based on microservice architecture, considering many options

AWS App Mesh

AWS Fargate

AWS Lambda

Amazon Pinpoint

Amazon DynamoDB

AWS X-Ray

AWS Professional Services

Amazon Simple Queue Service

AWS AppSync

Amazon API Gateway

Amazon Cognito

AWS CodeBuild

AWS CodeCommit

AWS CodeDeploy

Benefits

Business agility

brought

2x faster experiments

for the new services

Benefits

Predictive maintenance

Challenge B777 aircraft bleed 2.5

Zero fault!

Korean Air with AWS

Choice Hotels

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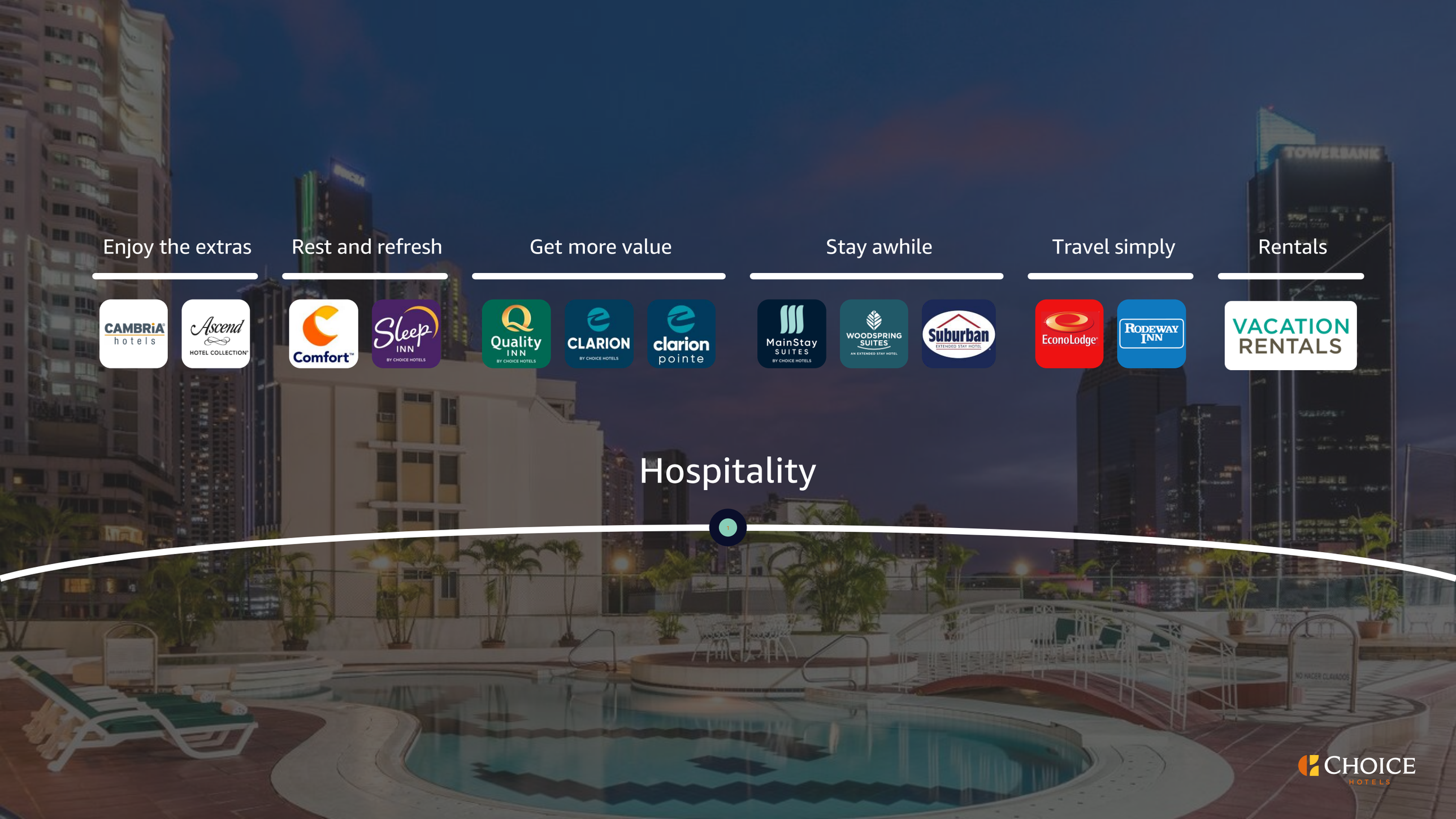
CHOICE
HOTELS

CHOICE
HOTELS
Enjoy the extras
Rest and refresh
Get more value
Stay awhile
Travel simply
Rentals
CAMBRIA hotels
Ascend HOTEL COLLECTION
Comfort
Sleep INN
Quality INN
CLARION
clarion pointe
MainStay SUITES
WOODSPRING SUITES
Suburban
EconoLodge
Rodeway Inn
VACATION RENTALS


Enjoy the extras
Rest and refresh
Get more value
Stay awhile
Travel simply
Rentals
CAMBRIA hotels
Ascend HOTEL COLLECTION
Comfort
Sleep INN BY CHOICE HOTELS
Quality INN BY CHOICE HOTELS
CLARION BY CHOICE HOTELS
clarion pointe
MainStay SUITES BY CHOICE HOTELS
WOODSPRING SUITES AN EXTENDED STAY HOTEL
Suburban EXTENDED STAY HOTEL
EconoLodge
RODEWAY INN
VACATION RENTALS
Hospitality
1
CHOICE HOTELS

More than

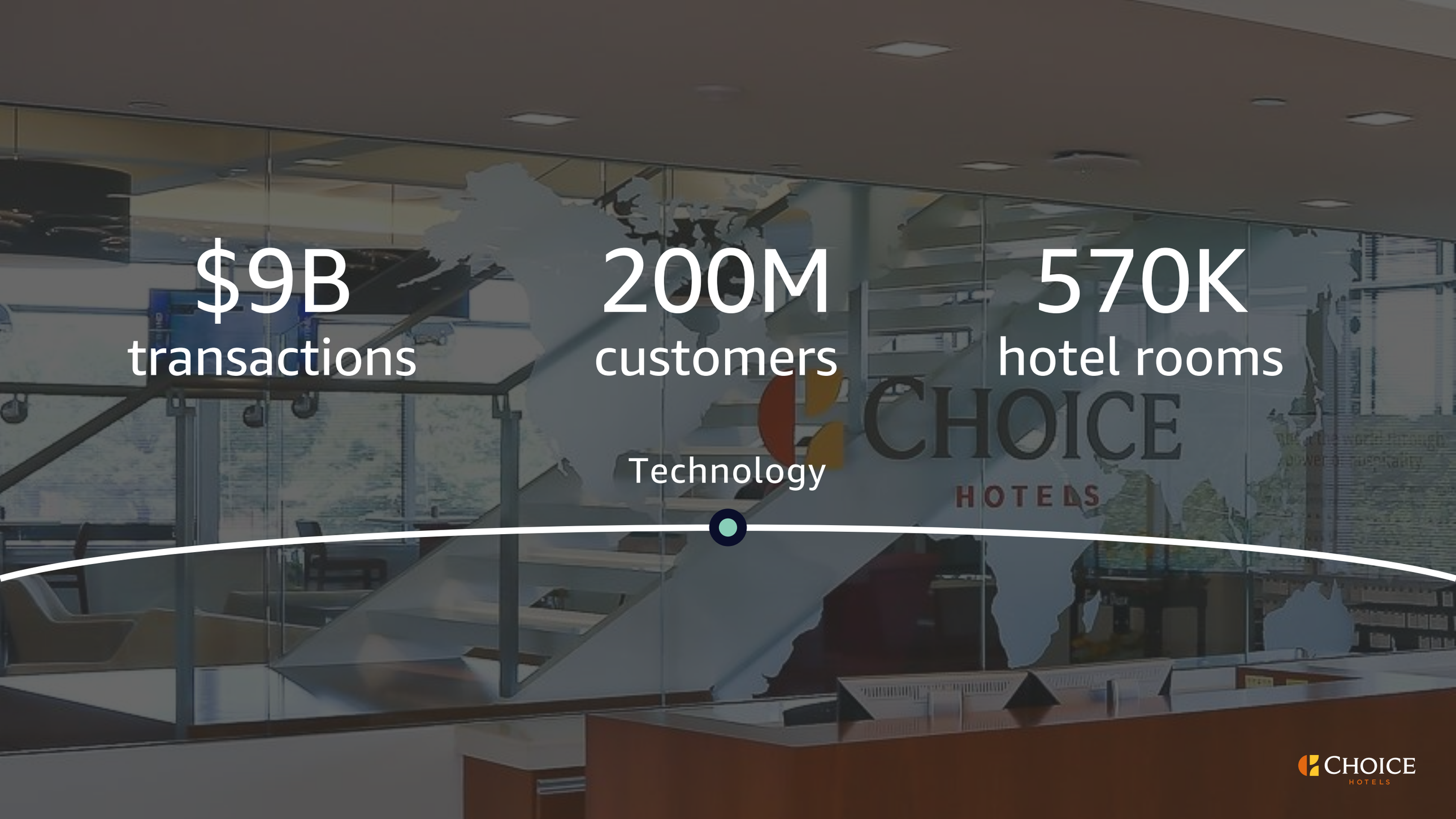
7,000 hotels

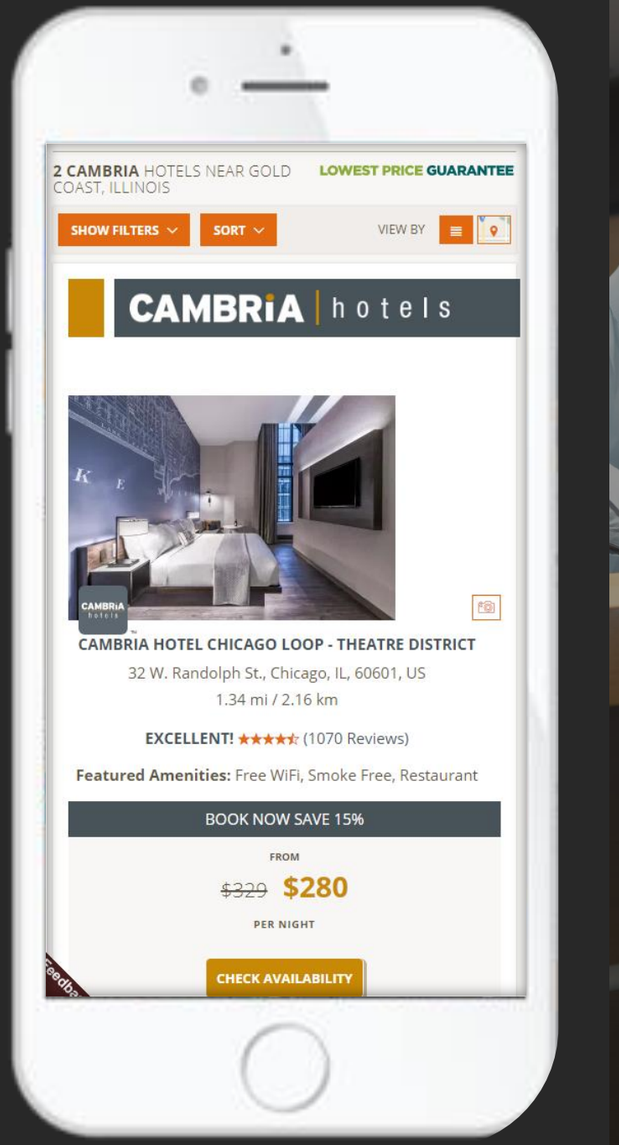
Over

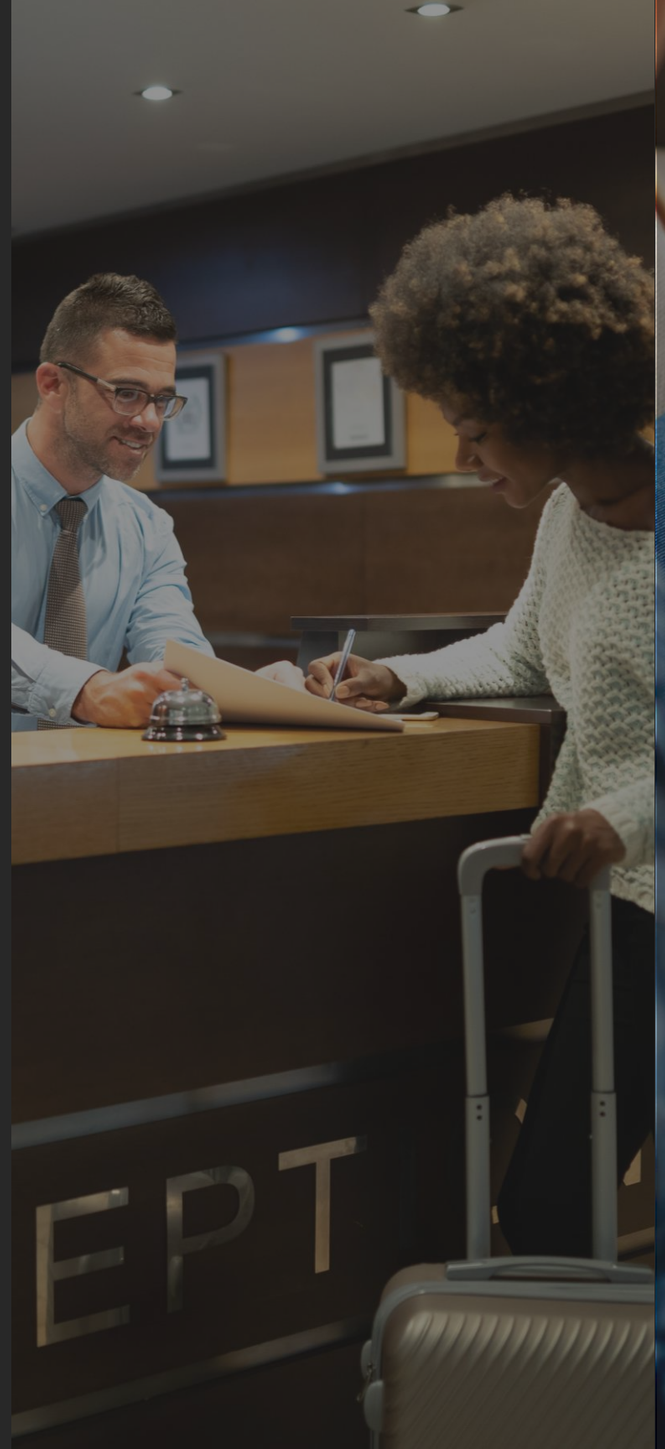
40 countries

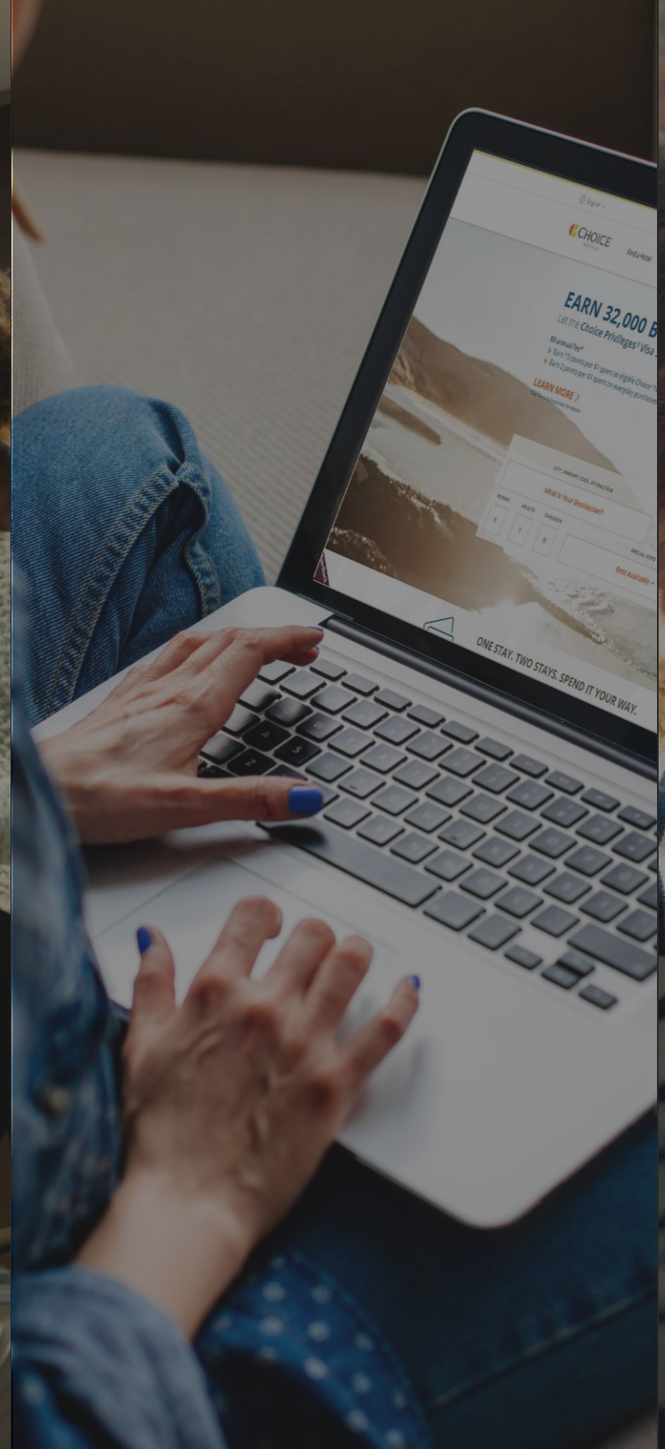
Franchise

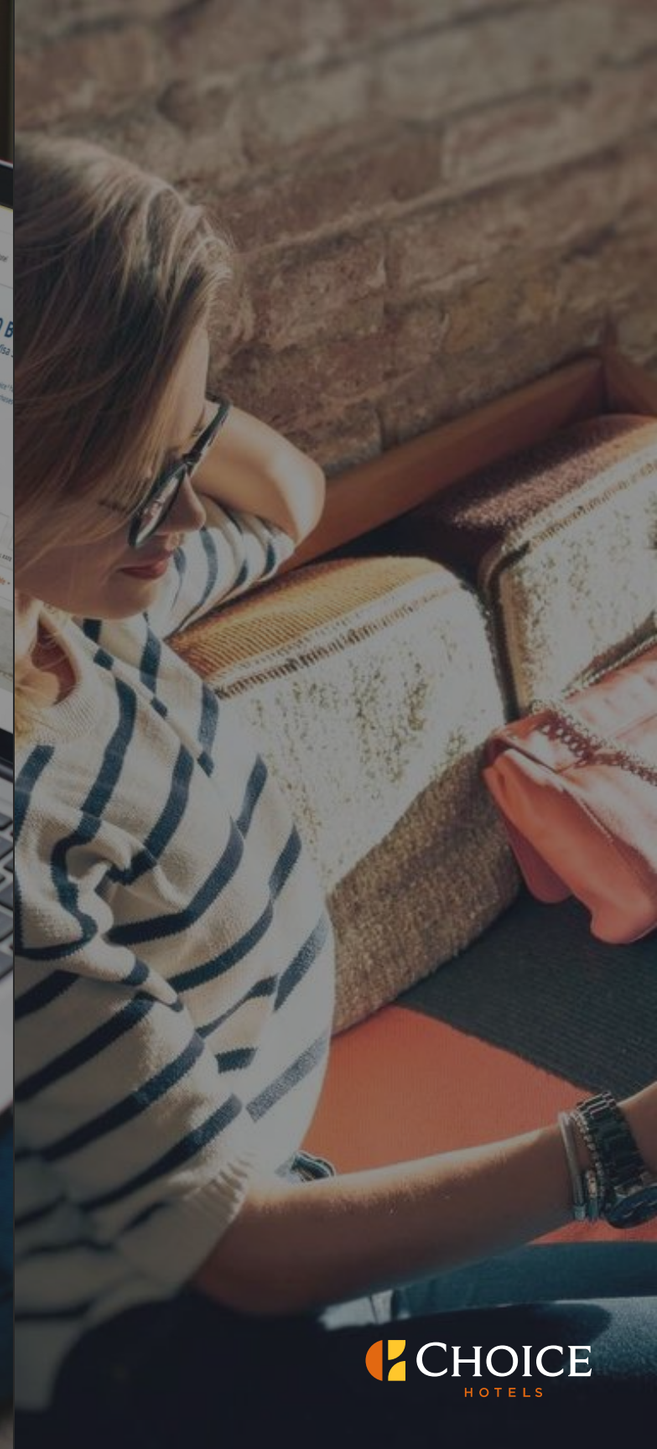
CHOICE HOTELS


$9B
transactions
200M
customers
570K
hotel rooms
Technology
CHOICE
HOTELS









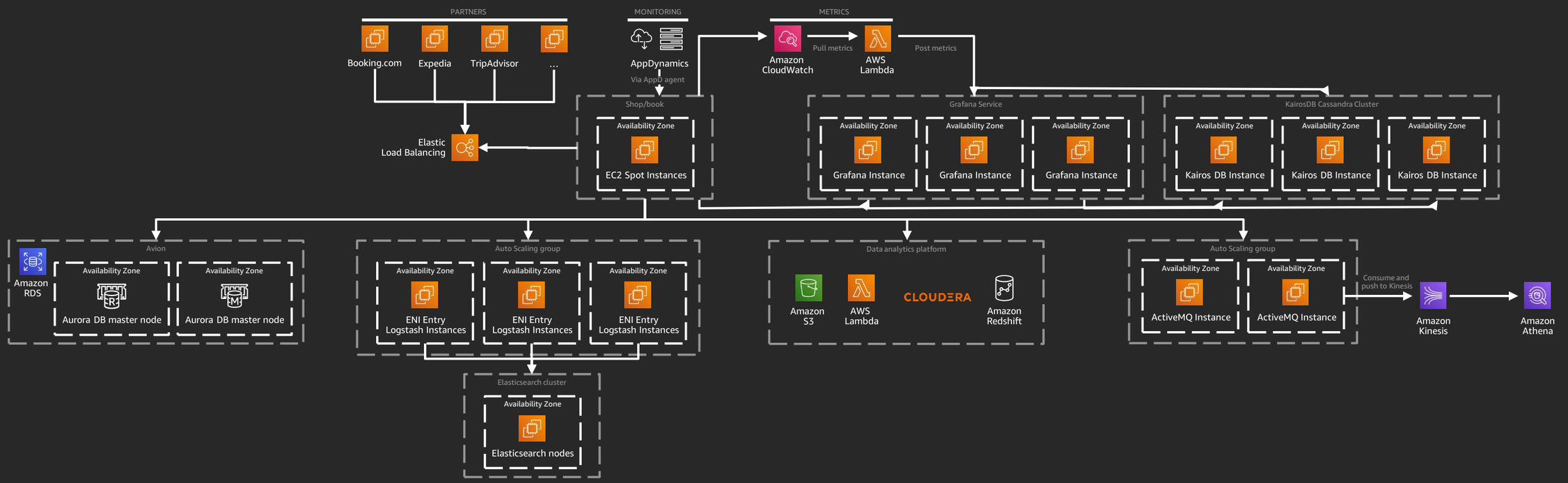
CHOICE HOTELS

Global reservation system

CHOICE HOTELS

Native on AWS from the ground up

CHOICE EDGE



CHOICE HOTELS

A game changer

Significant
cost reduction

2x improvement in
performance and stability

10x faster
partner onboarding

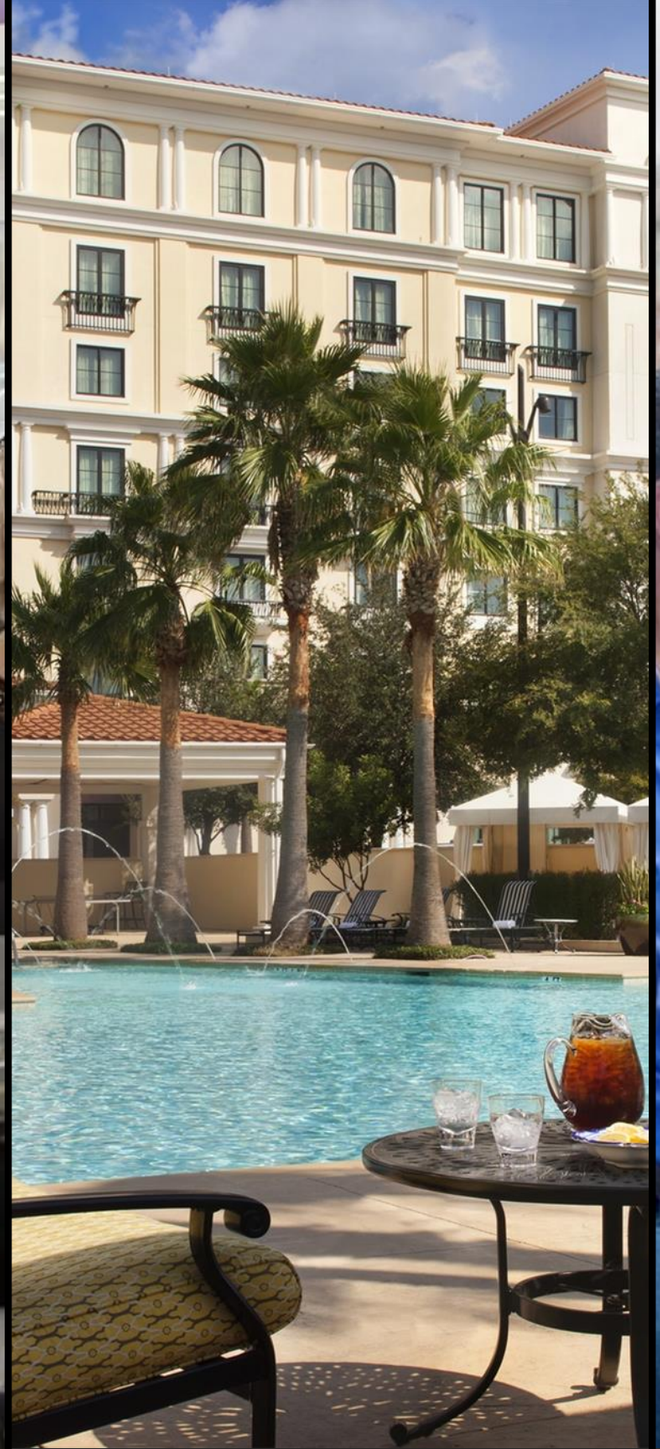
CHOICE HOTELS

Stepping back

A startup within

CHOICE HOTELS

GROWTH
TOGETHER
TEAMWORK
HELP!
SUCCESS
Vision
30%
Ideas!
Brainstorm
Culture

EXIT


CHOICE
HOTELS

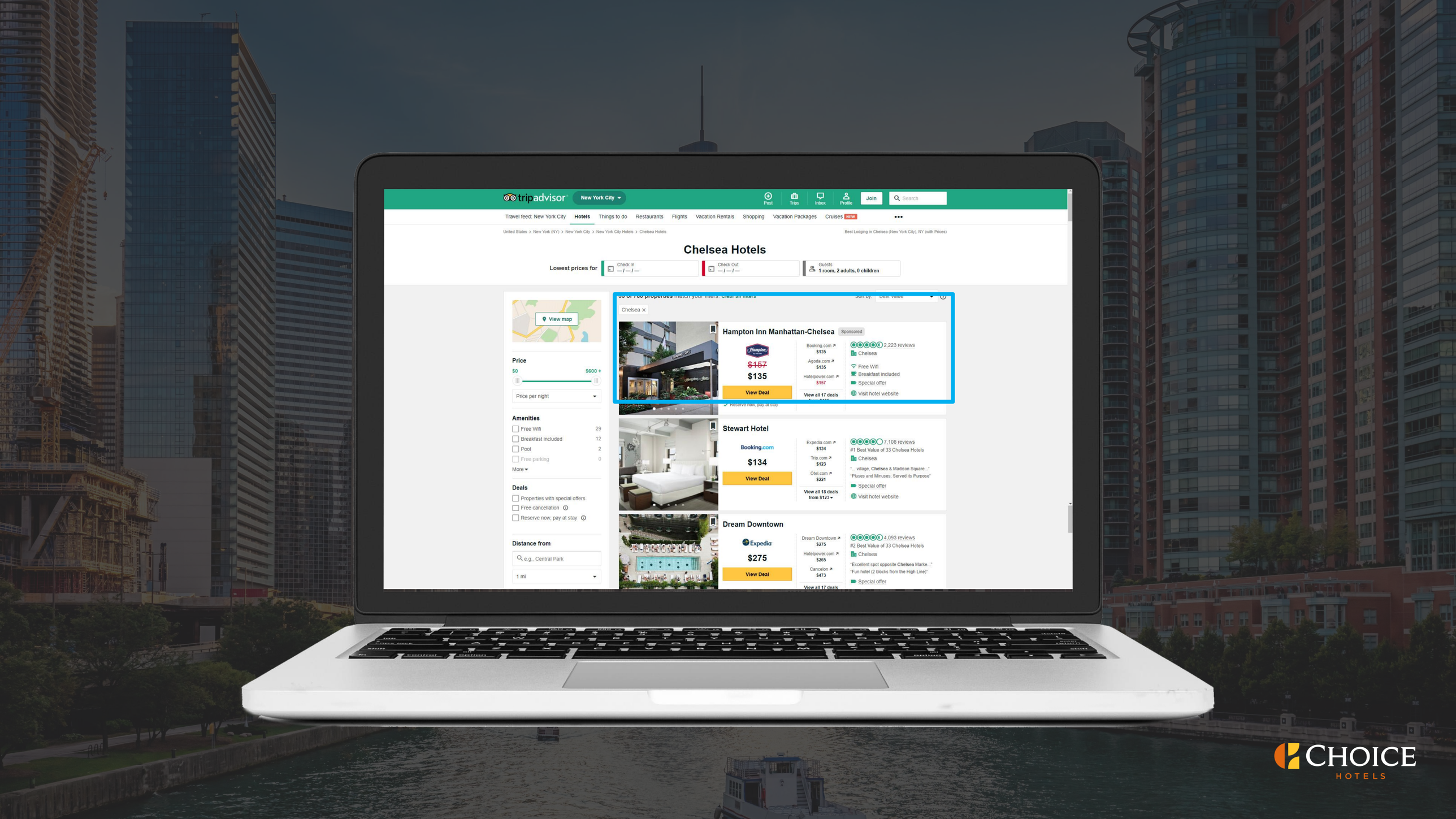
All in on AWS

- AWS CloudTrail
- Amazon Athena
- Amazon EC2
- Amazon Kinesis
- Amazon Route 53
- Amazon SNS
- Amazon S3
- Amazon QuickSight
- AWS Secrets Manager
- Amazon RDS
- AWS Certificate Manager
- AWS Config
- Amazon Redshift
- Amazon ElastiCache
- Amazon GuardDuty
- AWS Key Management Service
- AWS Directory Service
- Amazon MQ
- AWS IAM
- Amazon SageMaker
- Amazon Kinesis
- AWS CodeDeploy
- AWS IoT
- Amazon API Gateway
- AWS WAF
- Amazon CloudWatch
- AWS Cost Explorer
- AWS Lambda
- Amazon ECS for Kubernetes
- AWS CloudFormation

Moving **1,000+** applications and services to AWS

CHOICE HOTELS

CHOICE HOTELS


tripadvisor
New York City
Post
Trips
Inbox
Profile
Join
Search
Travel feed: New York City
Hotels
Things to do
Restaurants
Flights
Vacation Rentals
Shopping
Vacation Packages
Cruises NEW
United States > New York (NY) > New York City > New York City Hotels > Chelsea Hotels
Best Lodging in Chelsea (New York City), NY (with Prices)
Chelsea Hotels
Lowest prices for
Check In
Check Out
Guests
1 room, 2 adults, 0 children
View map
Price
$0
$600 +
Price per night
Amenities
Free Wifi 29
Breakfast included 12
Pool 2
Free parking 0
More
Deals
Properties with special offers
Free cancellation
Reserve now, pay at stay
Distance from
e.g., Central Park
1 mi
Chelsea
Hampton Inn Manhattan-Chelsea
Sponsored
$157
$135
View Deal
Booking.com $135
Agoda.com $135
Hotelpower.com $157
View all 17 deals
2,223 reviews
Chelsea
Free Wifi
Breakfast included
Special offer
Visit hotel website
Reserve now, pay at stay
Stewart Hotel
Booking.com
$134
View Deal
Expedia.com $134
Trip.com $123
Otel.com $221
View all 18 deals from $123
7,108 reviews
#1 Best Value of 33 Chelsea Hotels
Chelsea
"... village, Chelsea & Madison Square..."
"Pluses and Minuses; Served its Purpose"
Special offer
Visit hotel website
Dream Downtown
Expedia
$275
View Deal
Dream Downtown $275
Hotelpower.com $265
Cancelon $473
View all 17 deals
4,093 reviews
#2 Best Value of 33 Chelsea Hotels
Chelsea
"Excellent spot opposite Chelsea Marke..."
"Fun hotel (2 blocks from the High Line)"
Special offer

CHOICE
HOTELS

Overbooking

Overbooking

CHOICE
HOTELS

Building smart, predictive systems

Amazon SageMaker

Amazon Forecast

Amazon Redshift

CHOICE HOTELS

WOODSPRING
SUITES
AN EXTENDED STAY HOTEL
CHOICE
HOTELS

Our business is you.™

Deliveroo: A journey with AWS

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Our mission is to become the definitive food company

INTERNET → Google

MUSIC →

CONSUMER HARDWARE → Apple

E-COMMERCE →

FOOD →

deliveroo

We have already started a new wave of food delivery

deliveroo

WAVE I
Offline

Phone ordering

Paper menus

Slow, unpredictable delivery

WAVE II
Online marketplace

Online ordering

Restaurant aggregation only

Slow, unpredictable delivery

WAVE III
Logistics-enabled and marketplace

Superior selection

Ability to track orders

Fast, predictable delivery

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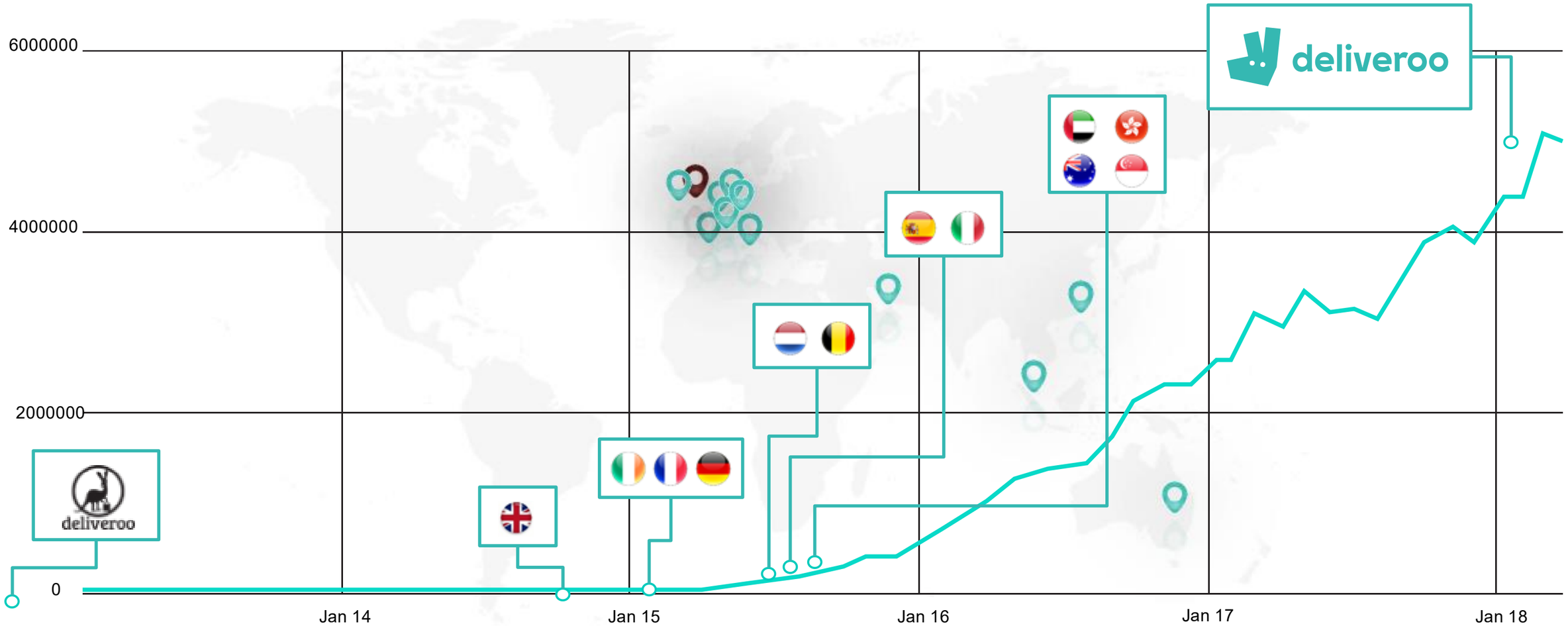
And built a company that is global in scale



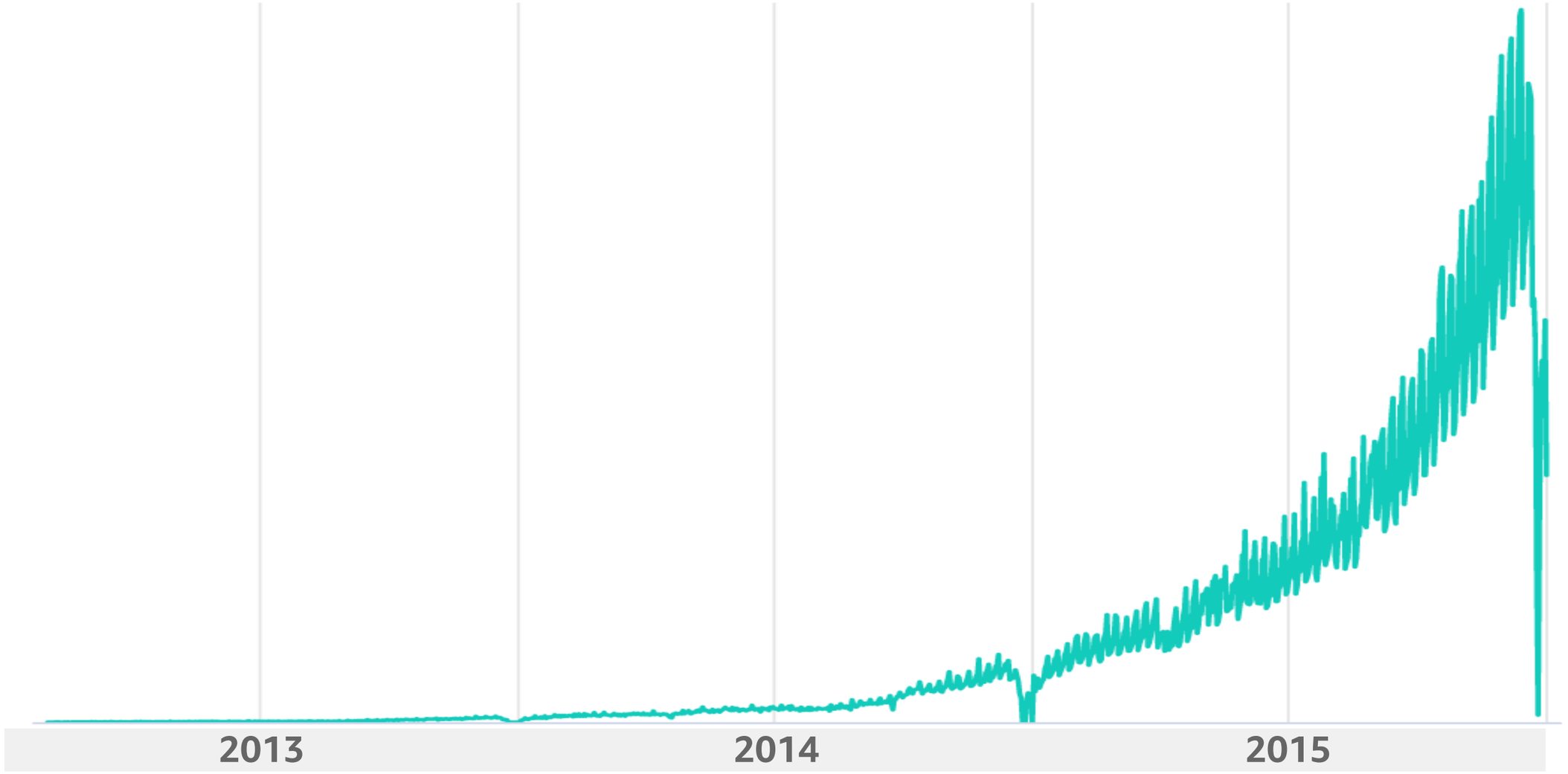
deliveroo

Our ambition is to become
the definitive food company

deliveroo

Building architecture that scales

Building architecture that scales



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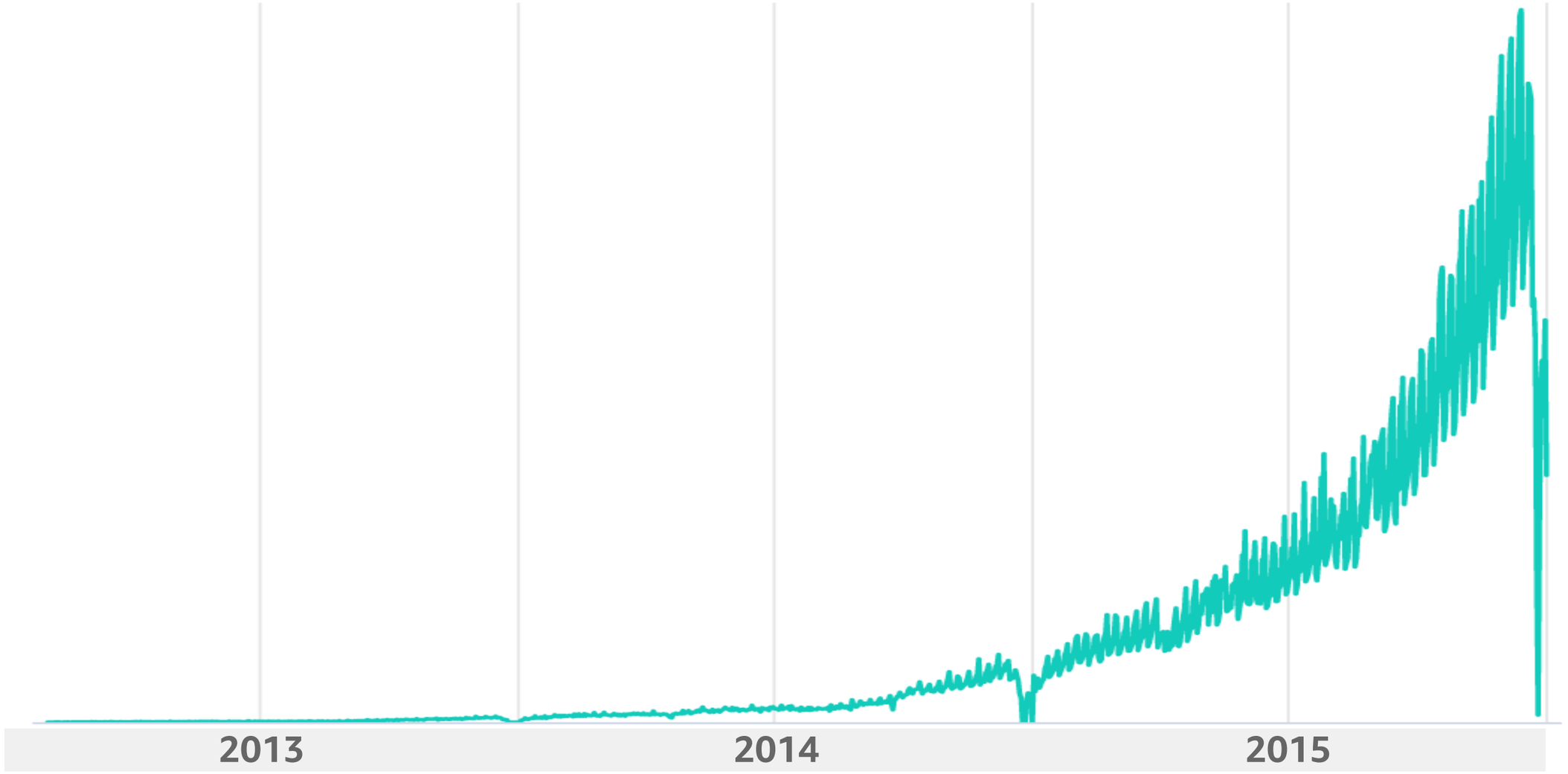
Building architecture that scales



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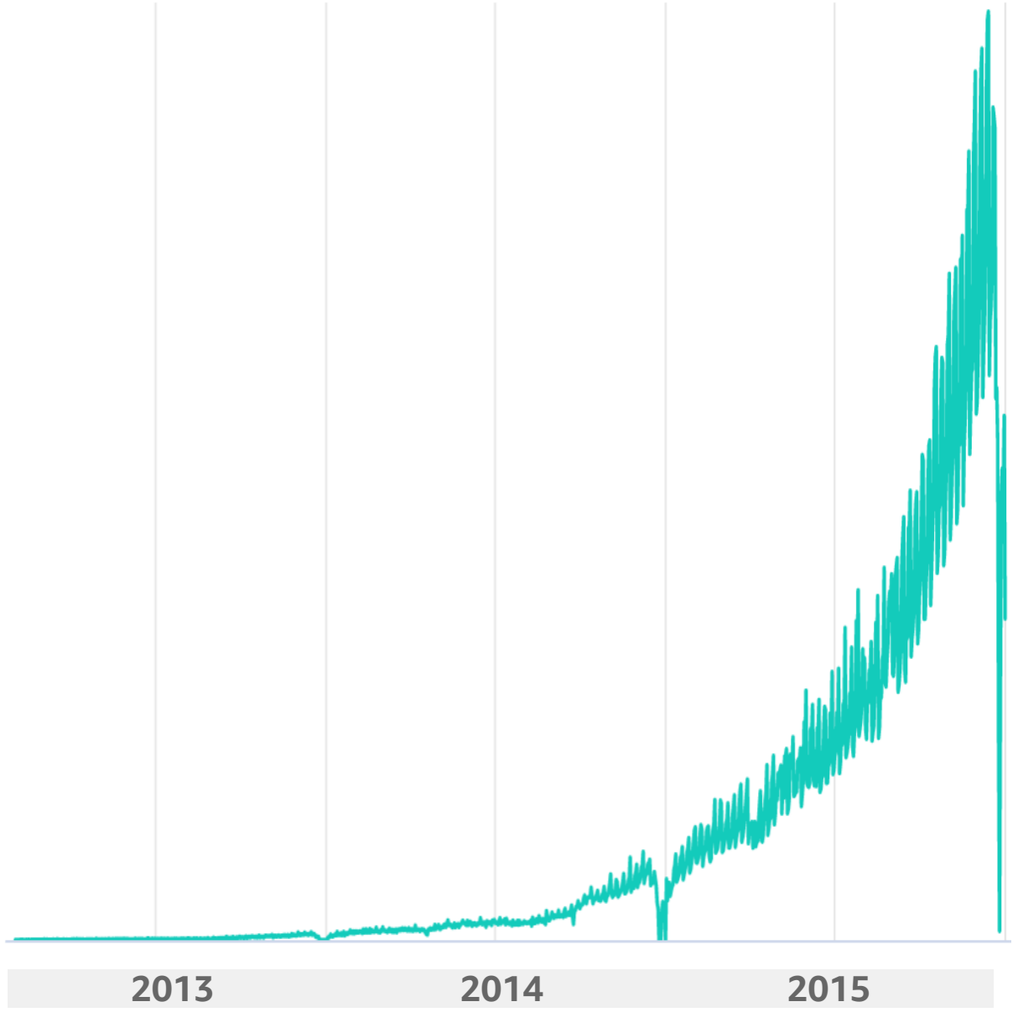
Building architecture that scales



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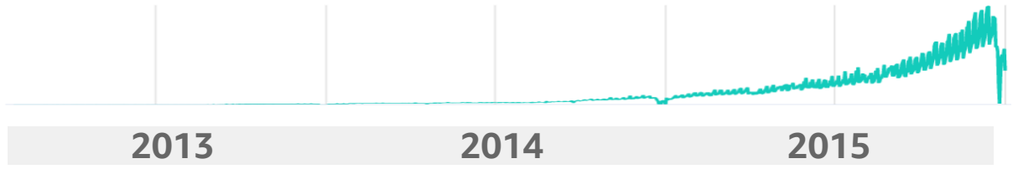
Building architecture that scales



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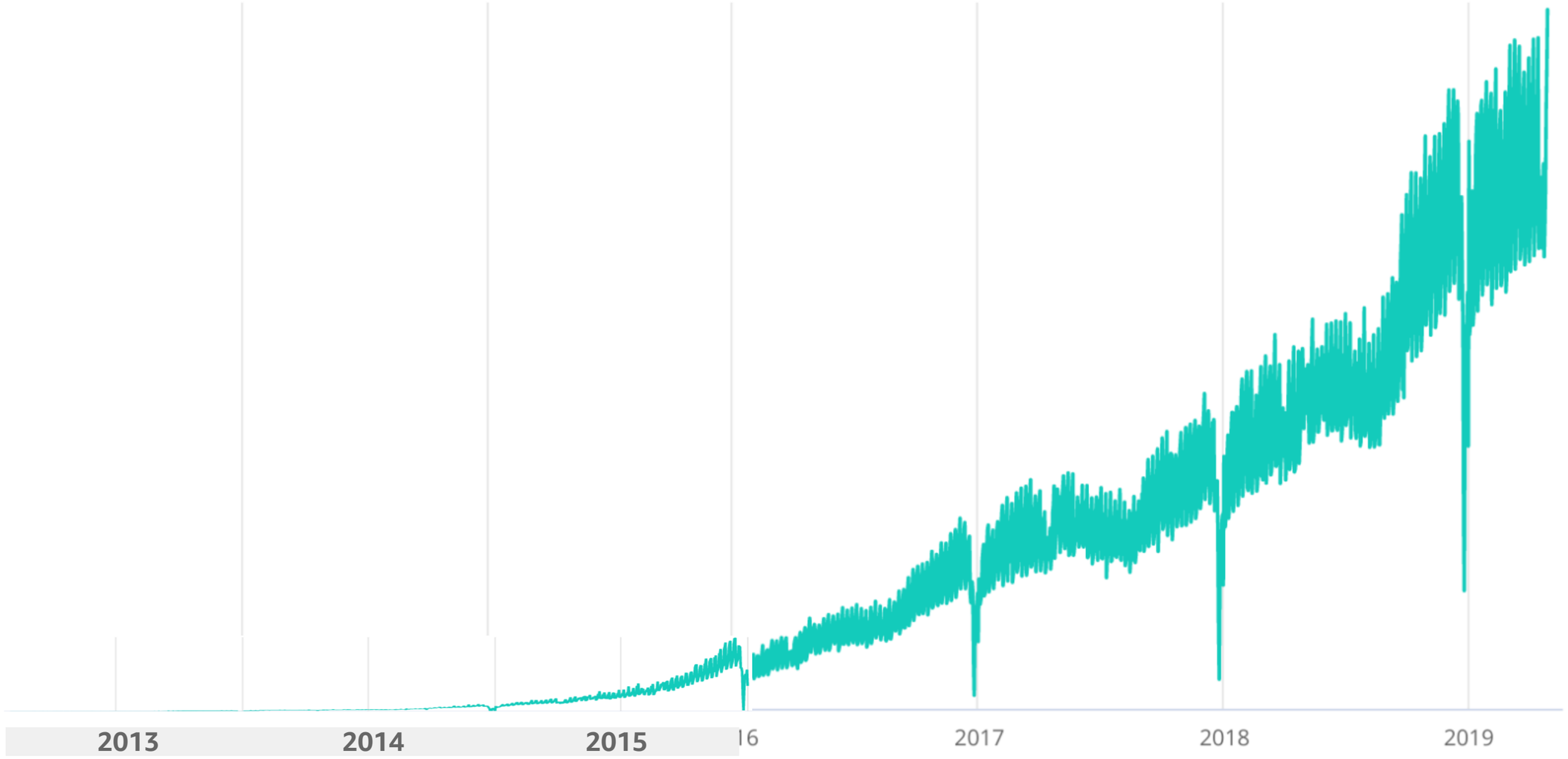
Building architecture that scales



deliveroo

And AWS allows us to focus on growing the business

Amazon Elastic Container Service

Amazon SageMaker

Amazon Elasticsearch Service

Amazon Aurora

Amazon ElastiCache

Building architecture that scales

Enables business at any **scale**

Over time it can lower **fault tolerance**

Can handle constantly increasing **service complexity**

Does not sacrifice **speed of development**

Decision making with data

Decision making with data

Ensure machines can make **high-volume decisions**

Enable scientific processes for **tight decisions**

Free up people to make **strategic choices**

Supporting the business with systems

Supporting the business with systems

Process	Productivity	Platform	Data
Salesforce Workday	Google	aws	Amazon S3 Datadog Snowflake

Our ambition is to become
the definitive food company

To become the definitive food company ...

... our architecture has to match our ambition

... our data has to inform our decisions without drowning them

... our systems have to grow with our business

AWS Travel & Hospitality resources

Be sure to check your chairs for an offer from our friends at Audible and a Travel and Hospitality sticker

Limited-edition Travel and Hospitality pins are available at the re:Invent SWAG desk

Other sessions

TRH202 — Personalizing customer experiences in travel and hospitality

Wednesday, December 4, 12:15 p.m.

MGM, Level 3, Chairman's Ballroom 360

TRH302 — Turn Travel and Hospitality call centers into profit centers (Chalk Talk)

Thursday, December 5, 1 p.m.

MGM, Level 3, South Concourse 304

Learn more at aws.com/travel

Thank you!

David Peller

dpeller@amazon.com

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