2019 Mega Event Presentations
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Guestlogix Travel Commerce Platform

The Guestlogix travel commerce platform enables airlines to significantly increase ancillary revenues while improving traveler satisfaction across their entire journey.

- Increase Ancillary Revenue
- Improve Traveler Satisfaction
- Quick to Deploy
- Success-Based Pricing

Visit guestlogix.ai to book a demo today!
CarTrawler | Bringing opportunities to life
Through a global online marketplace bringing partners, customers and suppliers together.

B2B MOBILITY PLATFORM
The only B2B mobility platform providing end-to-end connections to every significant mobility provider globally.

B2B FOCUS
Delivering long term, sustainable growth by building your brand and improving customer ownership. We never compete to acquire your customers.

ONLINE RETAILING EXPERTISE
Maximising conversion and revenue through bespoke partner solutions focused on cross-selling the right product at the right time.

PERSONALISATION
Pricing, content and display is personalised based on each customer’s itinerary and powered by data science.

CHOICE
Customers can shop the market without leaving your site. We provide them with multi-modal content including car rental, private transfer, taxis, shared shuttle and bus in 50,000 locations.

TECHNOLOGY
CarTrawler technology is built in-house specifically with B2B in mind. Our understanding of travel distribution supports seamless integration of our partners.

Discover CarTrawler
www.cartrawler.com/partnerships

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About CarTrawler

Our market-leading B2B mobility platform brings opportunities to life for our partners and their customers, building long term sustainable growth. We maximise market share and in turn revenue for our partners by building their brands not our own.

CarTrawler connects in real time to every significant mobility supplier globally including car rental, private transfer, taxis, shared shuttle and bus. We make that content available to over 900M airline passengers through our 100+ airline partnerships.

We power over 85% of European airline’s online traffic using an aggregator solution, including Ryanair, Vueling, Norwegian Air Shuttle, SWISS and KLM. We also work with other key partners such as Emirates, Virgin Australia and Volaris powering their mobility solutions.

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Travel brands are full-fledged retailers, including airlines. Forrester has said it, and now the IATA has declared it, too. Ancillary revenue is expected to reach close to $100 billion in 2019, with even more growth in 2020.

There’s a massive opportunity for airlines to think more like retailers. To better serve, upsell and monetize their users like retailers. It doesn’t have to be just more of the same. In fact, it can be easier, and more lucrative.

Download the ebook
In the period 2007–2017 ancillary revenue grew $2.5 billion per quarter – initially due to baggage, then other fees. Growth from new revenue streams has been sustained largely by introducing new product. That can only go so far. A new stream is needed that can provide reliable, consistent revenue. For ambitious airlines that want to compete in the same space as other digital retailers, media can do just that.
Gearing Up for Blockchain

A step by step guide to when, why, and how

Noah Marconi, CTO & Morgan Kelly, CEO
TagInnovation.io
Mega Event Worldwide October 2019

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National Media Strategist with 15+ years of experience working with the world's top brands.

Founder of the first Brand Partnerships division within Bell Media: Canada's leading media/content creation company with premier assets in television, radio, out-of-home advertising, and digital media.

Morgan has become a key strategic partner for international brands such as Warner Brothers Canada, Disney, Pepsi, McDonald's, Cara Foods and Diageo (Smirnoff).
12+ year research and software development background with companies such as Vision Critical, LoyaltyOne, Blockable, and Tag Innovation.

Co-designed and developed George Brown College’s Blockchain Development Program. The first of its kind in Canada.

Designed and built numerous report and research automation tools.

Speaker at industry events, including Deloitte’s CryptoCamp & Crypto Chicks Hackathon Toronto.
Outline

Blockchain basics: History of data storage
When does blockchain make sense?
Case studies and trends to watch
Preparing your organization
Enterprise Data

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Enterprise Data

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Enterprise Data

Mainframe ➔ Commodity
Enterprise Data

Mainframe ➔ Commodity

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Enterprise Data Sharing

Org 1 → Org 2

Org 3

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Enterprise Data Sharing

Org 1

Data feed
Batch reconciliation
Pub / Sub
Real-time lookup

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Enterprise Data Sharing

This is your first point of blockchain evaluation

Data feed
Batch reconciliation
Pub / Sub
Real-time lookup
Enterprise Data Sharing

This is your first point of blockchain evaluation

Enterprise blockchain is really about replicated state \textbf{BETWEEN} organizations.
Blockchain Networks

Ledger State
Blockchain Networks

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Blockchain Data Sharing Models

Global Broadcast

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Blockchain Data Sharing Models

Need to Know
Blockchain Data Sharing Models

Peer to Peer Facts

\[ \text{Peer to Peer Facts} \rightarrow \text{ATB Financial} \]
Blockchain Data Sharing Models

Peer to Peer Facts

- Recipient's Blockcerts
- Blockcerts Wallet (iOS and Android)
- Email
- Share on social feeds
- Back up to external storage
- Share link to independently verifiable Blockcert
Blockchain Data Sharing Models

Global Broadcast

Need to Know

Peer to Peer Facts

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When is blockchain the answer?
Ask yourself 5 questions

Do you require…?

1. Reconciliation
2. Non-repudiation
3. Auditability
4. Censorship Resistance
5. Trustlessness
Ask yourself 5 questions

Do you require…?

1. Reconciliation
2. Non-repudiation
3. Auditability
4. Censorship Resistance
5. Trustlessness
Reconciliation

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Reconciliation

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Non-repudiation

Permanent record of who said what and when they said it.

Tamper-evident paper trail.
Auditability

The days of sample based substantive testing will soon be challenged, Deloitte.
What do these three features have in common?
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Blockchain in Action
How Interac used blockchain technology to create energy incentives, instantly

Interac leverages its payment platforms in a new and innovative way: creating a win for a green-powered utility.

Picture yourself a few years from now. It’s after work, and you’re putting into the driveway in your electric car. You’re about to plug it into the charging outlet when an app pings you with a notification.

It’s asking: Would you be willing to wait until the middle of the night to recharge your vehicle? This will accomplish two things. First, you’ll reduce the demand on your local power grid, which relies on solar energy. Second, in exchange for agreeing, you’ll receive (for the sake of this example) $1, which will be instantly available to you via an Interac e-transfer.
A cross-industry collaboration with some of Alberta's most innovative organizations.

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Trends to Watch
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One of these things is not like the others....
Preparing Your Organization
Step 1: Establish goals

What is your appetite for blockchain? Is this an exercise in learning or an implementation?

Learning:
Goal – To understand the capabilities

• Task an existing team with the goal of understanding the technology enough to effectively evaluate it as a potential solution, should the need arise.

Implementation:
Goal – To launch a pilot/product

• Internalize the capabilities within a dedicated blockchain team
• Partner with a blockchain firm on a custom build – Train your team along the way
• Become a partner within in an existing project
Step 2: The Problem

Forget the technology for a moment and focus on the problem you are trying to solve.

• Where are there points of friction within the current process?
• Who are the stakeholders? Are you dealing with a network?
• Is there an issue with the current verification process? Delays? Errors?

Establish a clear vision of the capabilities you require then evaluate a variety of potential technologies.
Step 3: The Network

Talk to your partners.

Blockchain is a network focused technology which requires an ecosystem. Will your current partners join you in exploring this technology?

Building an agile and efficient blockchain solution is important, however, it's the network of partners interacting via that solution that allows you to realize the value in what you have built.

Establish a real use case and understand your MVE (Minimum Viable Ecosystem)
Recap

- Establish your organizational goals as they relate to blockchain
- Problem first. Technology second
- Think network/ecosystem
Thank You

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