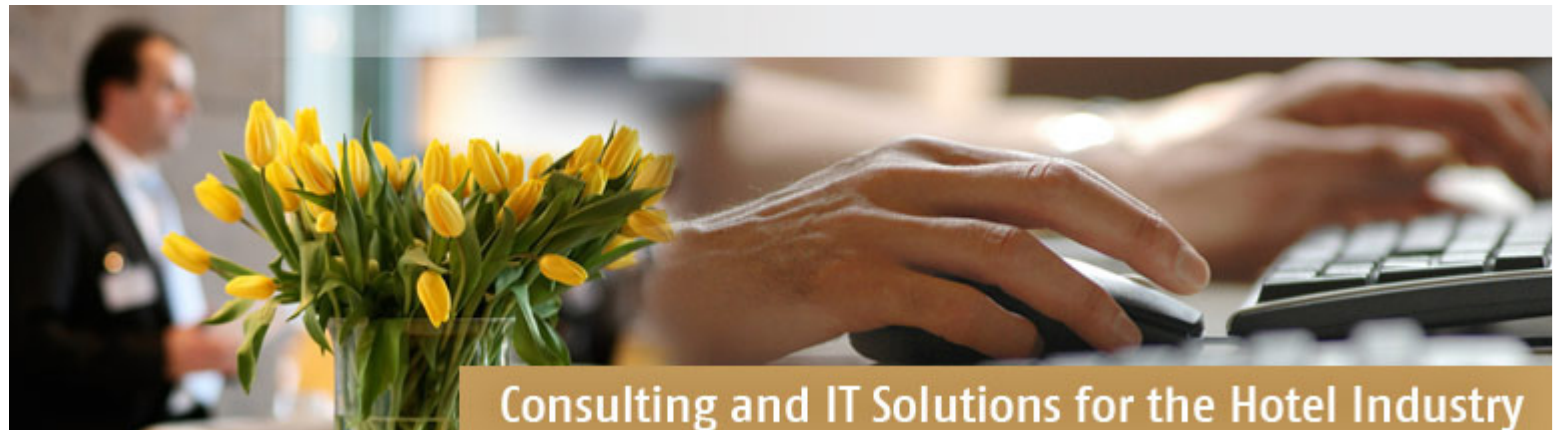


Hedna UGI (Unique Global Identifier) Initiative

Status Update and next steps



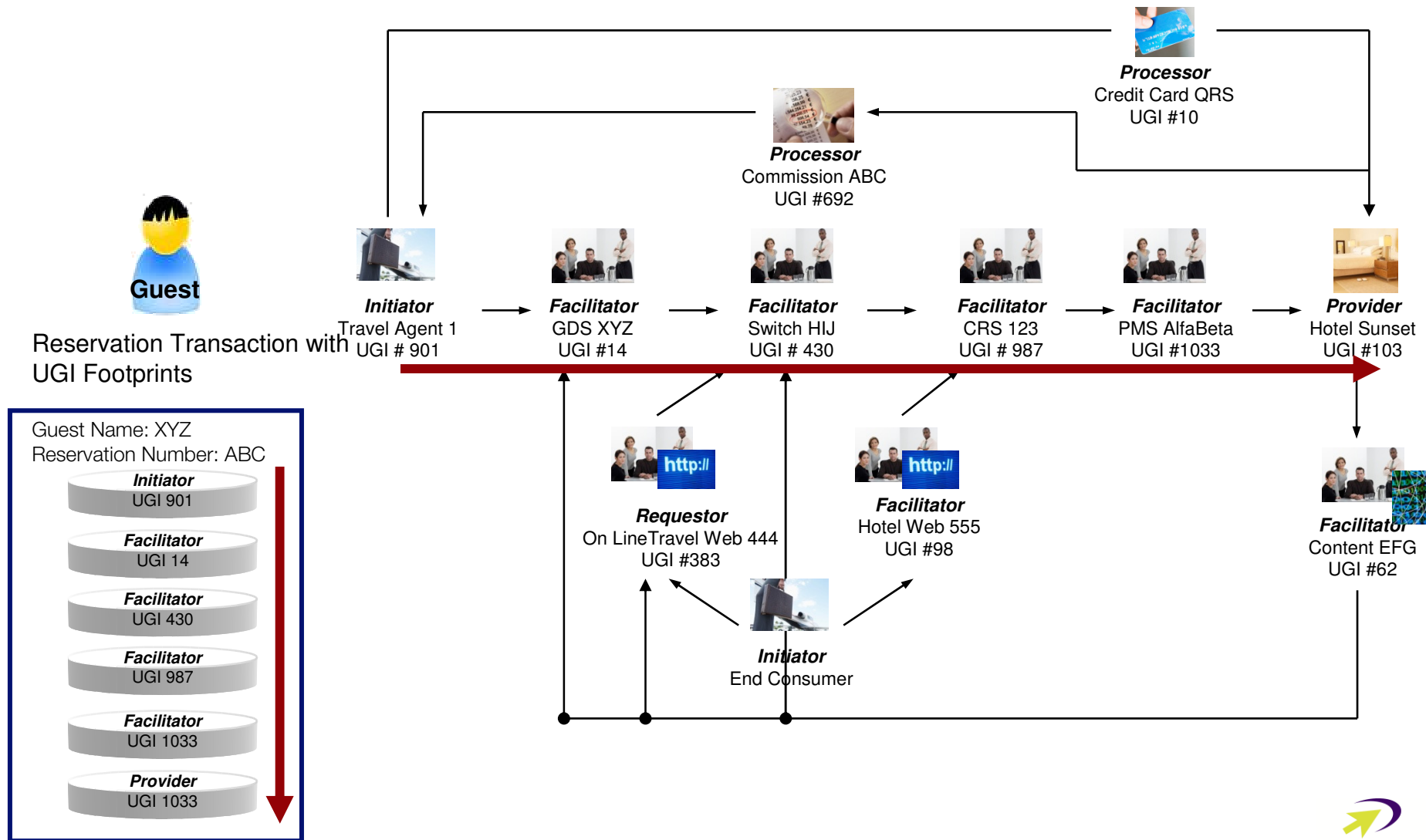
UGI Defined

- The Unique Global Identifier (UGI) is a unique number assigned to any operational entity involved in the hospitality industry
 - UGI assignment tied to operating entities, not brands or parent companies
 - UGI for a hotel persists with re-flagging
 - A multi-faceted company might have several UGIs for different parts of their business
- Can be embedded throughout the transaction lifecycle
 - Participants attach their UGI every time they handle a transaction
- Public domain registry of all participants in a lodging transaction
 - Participants can reference UGI of others and pull additional information as needed to complete transactions/resolve issues across life cycle of transaction
 - Think of it as the WHOIS Function for the hospitality industry (similar to the IP WHOIS)

What does Hedna propose

- HEDNA proposes to implement an open standard numbering and registration system that supports all sides of the reservation flow.
 - A world wide identification standardization project developing and deploying a public domain solution for the hospitality industry.
- The goal is to increase trade, revenue and harmonization of first the reservation process, eventually becoming the identification standard for the industry.
- The committee's research has shown that
 - 77% of Hedna's members agree that UGIs can deliver cost savings in our industry
 - 94% agree that UGIs can add much needed transparency (consistency when identifying each party involved) to the life cycle of an electronic transaction

The Idea behind



Benefits

- New Management Information (=Business Intelligence) that currently does not exist.
- Anyone in the value chain can identify who they are doing business with by requiring UGI in order to transact
- Reduction in the current costs to manually manage and cross reference data.
- Information consistency across systems
- Normalization of entity information, thus increased data accuracy and consistency.
- Eliminate duplication of effort for maintaining identifiers for hotels, OTAs, TMCs, etc.
- Simplified content management
- Faster, more accurate payments and commission distribution.
- ...

Costs

- Implementing and supporting the solution to manage UGIs.
- Updating IT systems to accept and use UGI information, and to leave the UGI foot print.
- HEDNA's and Sponsorship Costs to advance this project.

Next Steps

- potential next steps the HEDNA Board and other industry associations, including HTNG, are currently evaluating for 2010.
 - Requirements / Scope Survey
 - Cost / Benefits Study
 - Demo / Pilot Site
 - Spread the Word
 - Commercial and Legal Study
 - Subsidies and Grants
 - Governance Committee
 - RFP to “For Profits”

Further information

- UGI Committee

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