

AIR TRANSPORT ASSOCIATION

# Overview and Perspective

2008 ATA e-Business Forum  
October 21, 2008



# ATA Overview and Perspective

- Air Transport Association
  - Background/History
  - Membership/Role/Mission
- ATA e-Business Program
  - Vision/Mission/Scope/Strategy
  - Organizational Structure
  - Membership
  - Collaboration
  - Future Opportunities to Work Together
- Q&A



# Air Transport Association

- Airline trade association (not-for-profit)
- Based in Washington D.C. - 80 Employees
- Founded 1936 by 14 airlines
- Current membership:
  - 13 Passenger Carriers
  - 5 All-Cargo Carriers
  - 3 Associate Members (International Airlines)
- Member carriers handle 90% cargo/passenger traffic in the U.S.
- Industry Membership (non-airlines)
  - 44 Companies



# Air Transport Association Members

## Airline Members

ABX Air, Inc. (GB)	Federal Express Corporation (FX)
AirTran Airways (FL)	Hawaiian Airlines (HA)
Alaska Airlines, Inc. (AS)	JetBlue Airways Corp. (B6)
American Airlines, Inc. (AA)	Midwest Airlines (YX)
ASTAR Air Cargo, Inc. (ER)	Northwest Airlines, Inc. (NW)
Atlas Air, Inc. (5Y)	Southwest Airlines Co. (WN)
Continental Airlines, Inc. (CO)	United Airlines, Inc. (UA)
Delta Air Lines, Inc. (DL)	UPS Airlines (5X)
Evergreen International Airlines (EZ)	US Airways, Inc. (US)

## Associate Airline Members

Air Canada (AC)	Mexicana (MX)
Air Jamaica Ltd. (JM)	



# ATA Overview

- Purpose is to foster a business and regulatory environment that ensures safe and secure air transportation and enables airlines to flourish, stimulating economic growth.
- Non-competitive issues
- History
  - Creation of the Civil Aeronautics Board
  - Creation of the Federal Aviation Administration
  - Creation of the air traffic control system
  - Airline deregulation
  - Aftermath 9/11



# ATA Overview

## ■ Today

- Reauthorizing FAA
- Modernizing the air traffic control system
- Stopping oil speculation from driving up fuel prices
- Advocating fair airline taxation and regulation
- Transmitting technical expertise and operational knowledge to improve safety, service and efficiency
- Publishing numerous guidelines and standards
  - e-Business
  - Operations
  - Safety
  - Other



# ATA e-Business Program

- International standards program
- Membership open to the world's airlines, suppliers, repair agencies, solution providers, etc.
- Consensus-based
- Self supporting business unit (not for profit)
  - Separate membership from ATA
  - 132 Member companies
  - 1,800 Individual volunteers
- Vision, mission, strategy and goals



## ATA e-Business Program - History

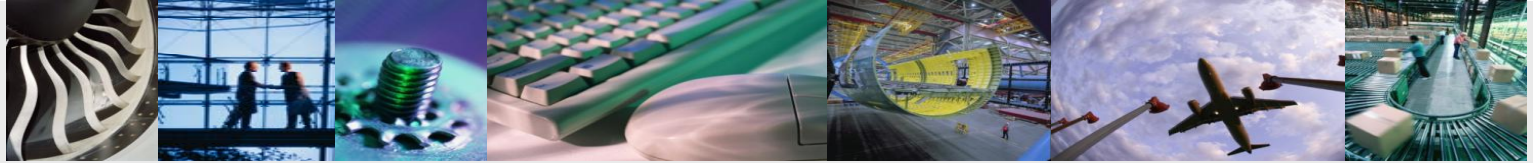
- Beginning – late 1950s
  - Spec 100 – Technical Data Standards
  - Spec 200 – Materiel Data Standards (IBM Punch Cards)
- Standards Evolved and Expanded
  - Changing business needs
  - Technological advances
- Today
  - Broad list of standards and data definitions
  - Long list of adopters
  - Standards deeply embedded in industry systems and processes



# Vision

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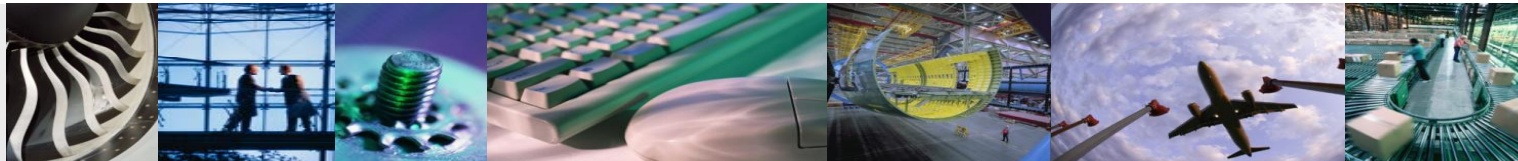
- To be an agile, cost effective, global commercial aviation industry enabled through effective and efficient information sharing.
  - Information is as dynamic as the business environment
  - Business models can be effectively adjusted in a timely manner as conditions require
  - Minimal data processing for distribution or consumption
  - Information is complete and ready for consumption when provided



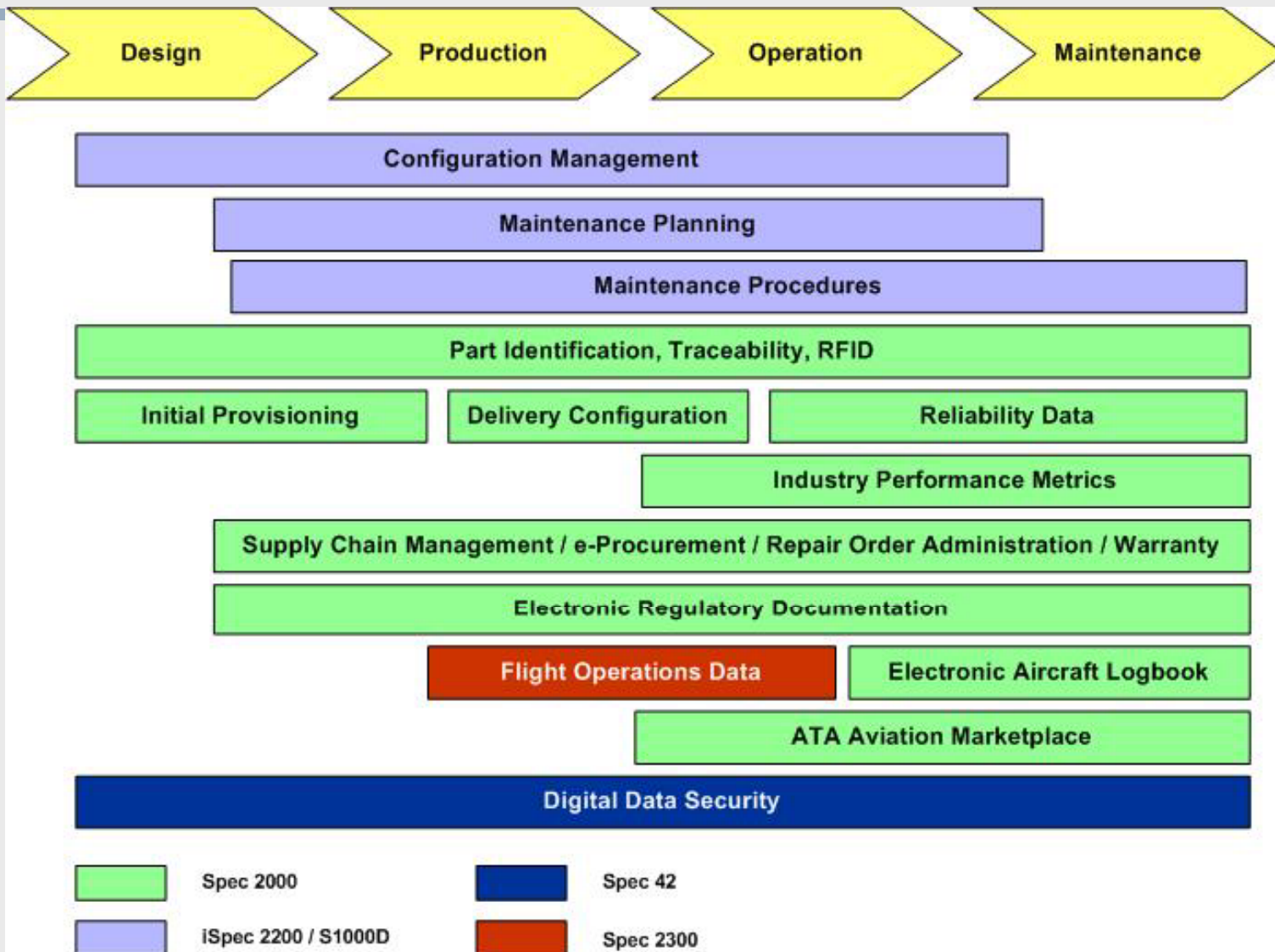
# Mission

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- Establish a global commercial aviation industry **information framework** that facilitates improved business agility, reduces costs, increases speed of business, and maintains the highest level of safety.



# Functional Scope





# Strategy – Who is the Customer



## Third Parties

Companies or organizations whose primary business is providing tools and/or services to enable or facilitate the use/implementation of the ATA e-Business standards (e.g., 3rd party technology providers)



## Regulatory Agencies

**End Users are the customers of the ATA e-Business program. The strategy exists to deliver value to them.**



## End Users

Worldwide commercial aviation companies or organizations that produce, consume or exchange data (e.g., manufacturers, operators, repair agencies, suppliers, distributors, etc.)



## Interested Parties

Companies or organizations with an interest in the ATA e-Business Program work product (e.g., universities, other industries, Department of Defense, etc.)



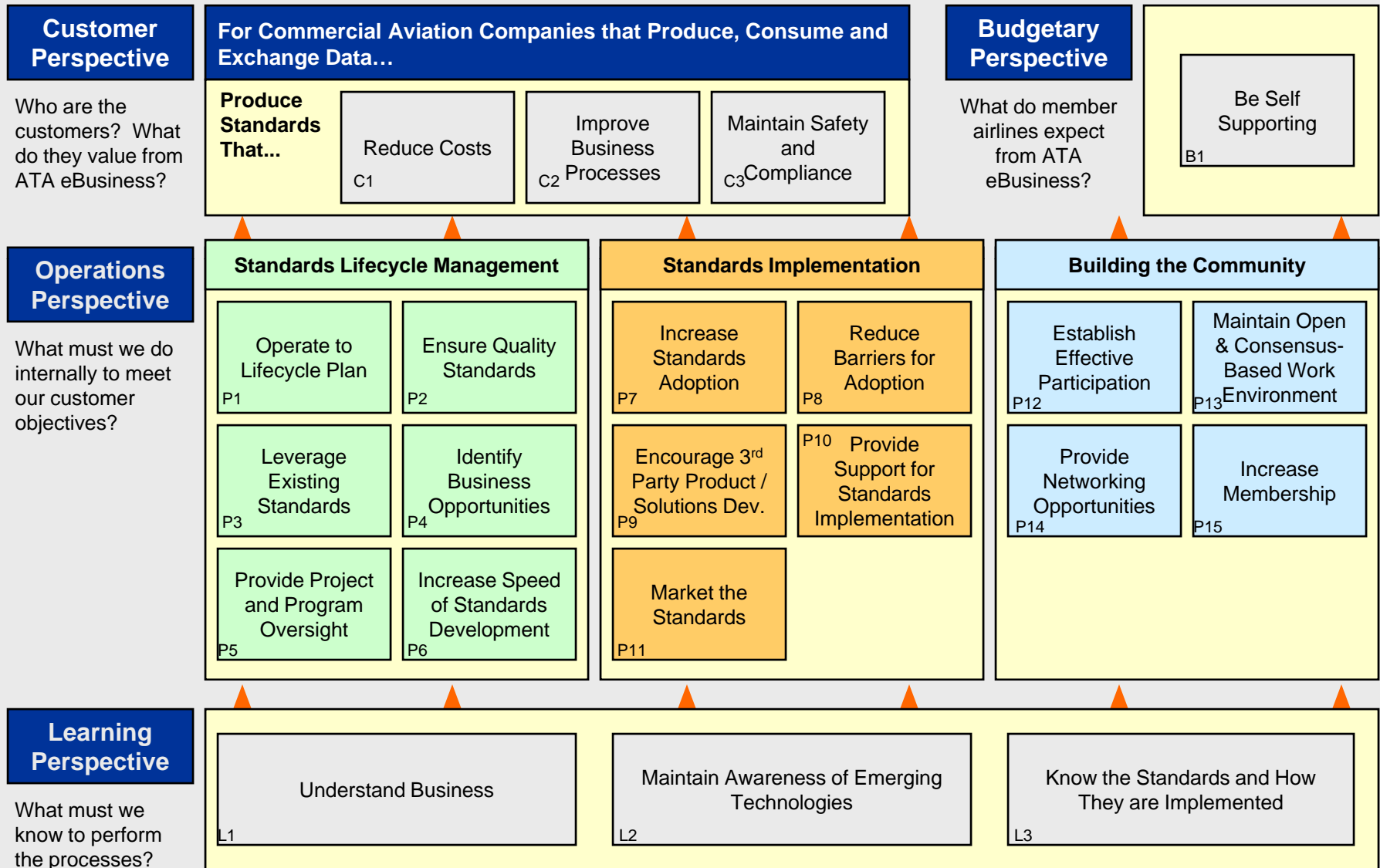
## Other Standards Bodies

# ATA eBusiness Strategy

October 5, 2007

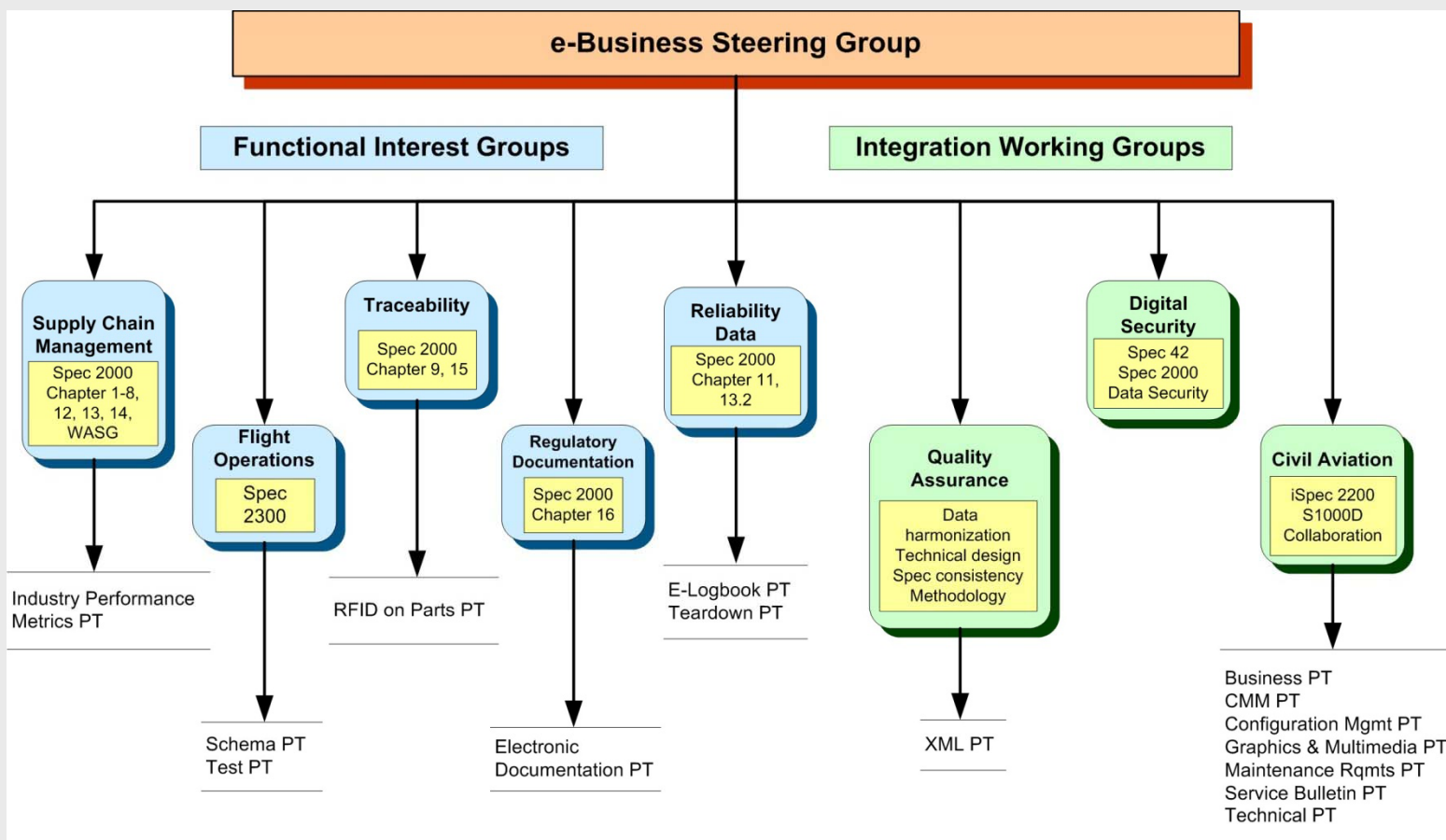
**Vision:** To be an agile, cost effective, global commercial aviation industry enabled through effective & efficient information sharing.

**Mission:** Establish a global commercial aviation industry information framework that facilitates improved business agility, reduces costs, increases speed of business, and maintains the highest level of safety.





# Committee Structure





## Guiding Principles

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- Information-centric rather than document-centric
- Platform neutral – open architecture
- Consistent data structures, definitions and properties across all applications of the data
- Leverage other standards where applicable
- Enable an appropriate level of data security for the application
- Meet all applicable regulatory requirements



# ATA e-Business Program Membership (133)

- |  |  |   |   |
|--|--|---|---|
| <b>A.L.D. Ltd</b>                          | <b>Continental Airlines</b>              | <b>Integrated Aviation Software Pty Ltd</b> | <b>Rockwell Collins</b>                       |
| <b>ABX Air</b>                             | <b>Continental DataGraphics</b>          | <b>Intellex Corporation</b>                 | <b>Rolls-Royce</b>                            |
| <b>ADT - APPLIED DATABASE TECH</b>         | <b>CORENA</b>                            | <b>International Aero Engines</b>           | <b>SAAB</b>                                   |
| <b>Aeroinfo Systems</b>                    | <b>Crane Aerospace &amp; Electronics</b> | <b>IATA</b>                                 | <b>Saudi Arabian Airlines</b>                 |
| <b>Aeronautical Repair Station Assn.</b>   | <b>Dassault</b>                          | <b>Inventory Locator Service</b>            | <b>Siemens - UGS</b>                          |
| <b>AeroSat Corporation</b>                 | <b>Dassault Falcon Jet</b>               | <b>JANA, Inc.</b>                           | <b>SITA</b>                                   |
| <b>Aerospace Consulting Toulouse</b>       | <b>Data Systems &amp; Solutions</b>      | <b>Japan Airlines</b>                       | <b>SNECMA</b>                                 |
| <b>Aerospace Software Development</b>      | <b>Delta Air Lines</b>                   | <b>Jeppesen</b>                             | <b>Southwest Airlines</b>                     |
| <b>Aeroxchange Ltd.</b>                    | <b>DIEHL AEROSPACE GMBH</b>              | <b>JetBlue Airways</b>                      | <b>Spirit AeroSystems Incorporated</b>        |
| <b>Air Canada</b>                          | <b>E2open, Inc.</b>                      | <b>Kortenburg International b.v.</b>        | <b>SR Technics Switzerland</b>                |
| <b>AIR EUROPA</b>                          | <b>EADS</b>                              | <b>Lufthansa Technik AG</b>                 | <b>Standard Aero Limited</b>                  |
| <b>Airbus</b>                              | <b>Eaton Aerospace</b>                   | <b>M&amp;M Technical Publications, Inc.</b> | <b>Swiss AviationSoftware</b>                 |
| <b>Aircraft Inventory Mgmt. &amp; Svcs</b> | <b>Embraer</b>                           | <b>Meggitt Aircraft Braking Systems</b>     | <b>TAI - Tusas Aerospace Industries, Inc.</b> |
| <b>Alaska Airlines</b>                     | <b>EmpowerMX</b>                         | <b>Messier-Dowty Ltd</b>                    | <b>Technology Solutions</b>                   |
| <b>Alcoa Fastening Systems</b>             | <b>EMS SATCOM</b>                        | <b>Mexicana Airlines</b>                    | <b>Tectura Corporation</b>                    |
| <b>American Airlines</b>                   | <b>Enviro Systems Inc.</b>               | <b>Midwest Airlines</b>                     | <b>Tego, Inc.</b>                             |
| <b>Appendix-Sonovision ITEP</b>            | <b>EUROCOPTER</b>                        | <b>Moog Inc.</b>                            | <b>Telair International</b>                   |
| <b>ARINC</b>                               | <b>Exostar LLC</b>                       | <b>MPC Products Corp.</b>                   | <b>Teledyne Controls</b>                      |
| <b>Air Transport Association</b>           | <b>FedEx</b>                             | <b>Mxi Technologies Ltd</b>                 | <b>Tenix</b>                                  |
| <b>Aviall Services</b>                     | <b>Finnair</b>                           | <b>Nabtesco Aerospace</b>                   | <b>Teradata</b>                               |
| <b>Avio-Diepen.B.V.</b>                    | <b>Frontenac Aero Consulting</b>         | <b>Northrop Grumman</b>                     | <b>Thai Airways International</b>             |
| <b>Axon Solutions Inc.</b>                 | <b>FUJITSU LIMITED</b>                   | <b>Northwest Airlines</b>                   | <b>Thales Avionics</b>                        |
| <b>B/E Aerospace, Inc.</b>                 | <b>Gables Engineering</b>                | <b>OmegaBlue, Inc.</b>                      | <b>Timco Aviation Services</b>                |
| <b>BAE Systems</b>                         | <b>GE Aviation</b>                       | <b>O'Neil &amp; Associates</b>              | <b>TRAX USA Corp</b>                          |
| <b>Boeing</b>                              | <b>GE Transportation</b>                 | <b>Open Connect</b>                         | <b>United Airlines</b>                        |
| <b>Bombardier Aerospace</b>                | <b>GGG INFORMATION SERVICES</b>          | <b>Pall Aeropower Corporation</b>           | <b>UPS Airlines</b>                           |
| <b>British Airways</b>                     | <b>Goodrich</b>                          | <b>Panasonic Avionics Corporation</b>       | <b>US Airways</b>                             |
| <b>Bruno Chatel (Chadocs)</b>              | <b>Hamilton Sundstrand</b>               | <b>Parametric Technology (UK) Limited</b>   | <b>Valcor Engineering Corporation</b>         |
| <b>Cambridge UK Auto-ID Lab</b>            | <b>Heath Tecna Inc.</b>                  | <b>Parker Hannifin</b>                      | <b>Virgin Blue Airlines</b>                   |
| <b>CHC Helicopter Corporation</b>          | <b>Honeywell</b>                         | <b>Pratt &amp; Whitney</b>                  | <b>WestJet</b>                                |
| <b>CHUOZUKEN CO., LTD</b>                  | <b>HAECO</b>                             | <b>Qantas Airways</b>                       | <b>Woodward Aircraft Engine Systems</b>       |
| <b>Communications Software Ltd</b>         | <b>InfoTrust Group</b>                   | <b>Ramco Systems Corporation</b>            | <b>X-Hive</b>                                 |
| <b>CONSORCIO AVIAXSA, S.A. DE C.V.</b>     | <b>Inmedius</b>                          | <b>RFIDsec</b>                              | <b>XyEnterprise</b>                           |



# Robust Web Site

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[www.ataebiz.org](http://www.ataebiz.org)

- Self sign-up for any/all groups
- View rosters and contact info
- Join online group discussions (email lists, etc.)
- Access group documents, agendas, summaries
- Access group calendars with all activities
- Vote (informal polls)
- Receive automatic email notification of changes



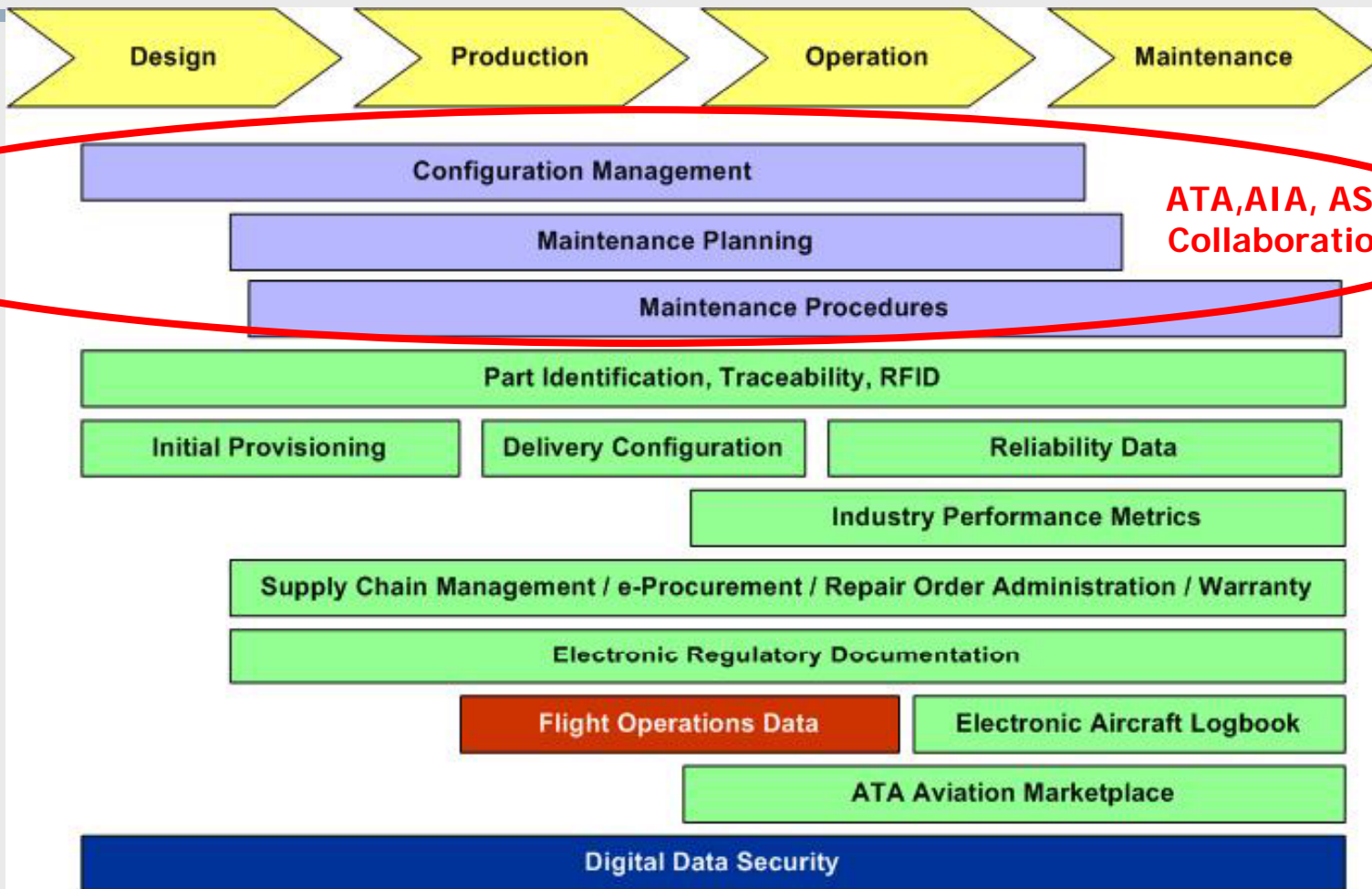
# ATA, ASD, AIA Collaboration

## ■ Status

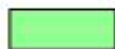
- ASD, AIA, ATA signed agreement August 2007
- 3 years of collaboration
- 3 revisions to S1000D (30 CPFs - ATA)
  - Issue 2.3 - established groundwork for commercial aviation requirements
  - Issue 3.0 – supported the Boeing 787
  - Issue 4.0 – is fully capable of supporting commercial aviation requirements
- 2010 issue to support Airbus A350
- Collaboration is progressing very well
- Future Opportunities



# Functional Scope



ATA, AIA, ASD  
Collaboration



Spec 2000



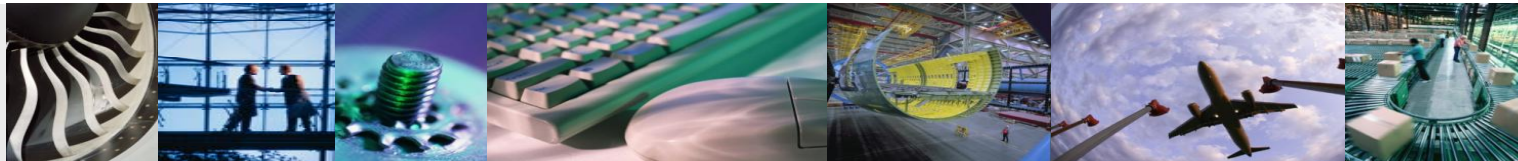
Spec 42



ISpec 2200 / S1000D



Spec 2300



ATA e-BUSINESS PROGRAM

<http://www.ataebiz.org>

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