



ATA e-BUSINESS PROGRAM

Effective Information Sharing through Industrywide Collaboration

ATA Overview



AIR TRANSPORT ASSOCIATION





ATA Overview



- Air Transport Association
 - ✓ Background/History
 - ✓ Membership/Mission
- ATA e-Business Program
 - ✓ Vision/Mission/Scope/Strategy
 - ✓ Organizational Structure
 - ✓ Membership
- Q&A



Air Transport Association

- Airline trade association (not-for-profit)
- Based in Washington DC – 80 Employees
- Founded 1936 by 14 Airlines
- Current membership (18)
 - ✓ 11 Passenger Carriers
 - ✓ 5 All-Cargo Carriers
 - ✓ 2 Associate Members (International Airlines)
- Member carriers handle 90% cargo/passenger traffic in the U.S.



Air Transport Association Membership

ABX Air, Inc. (GB)

Delta Air Lines, Inc. (DL)

UPS Airlines (5X)

AirTran Airways (FL)

Evergreen Int'l. Airlines (EZ)

US Airways, Inc. (US)

Alaska Airlines, Inc. (AS)

Federal Express Co.(FX)

American Airlines, Inc. (AA)

Hawaiian Airlines (HA)

ASTAR Air Cargo, Inc. (ER)

JetBlue Airways Corp. (B6)

Atlas Air, Inc. (5Y)

Southwest Airlines Co. (WN)

Continental Airlines, Inc. (CO)

United Airlines, Inc. (UA)

Associate Airline Members

Air Canada (AC)

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



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▪ 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 to support engineering, maintenance, materiel and flight operations.
- Open membership
- Consensus-based
- Business unit (not for profit)
 - ✓ 120 Member companies
 - ✓ 1000+ Individual volunteers
- Vision, mission, strategy and goals



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

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

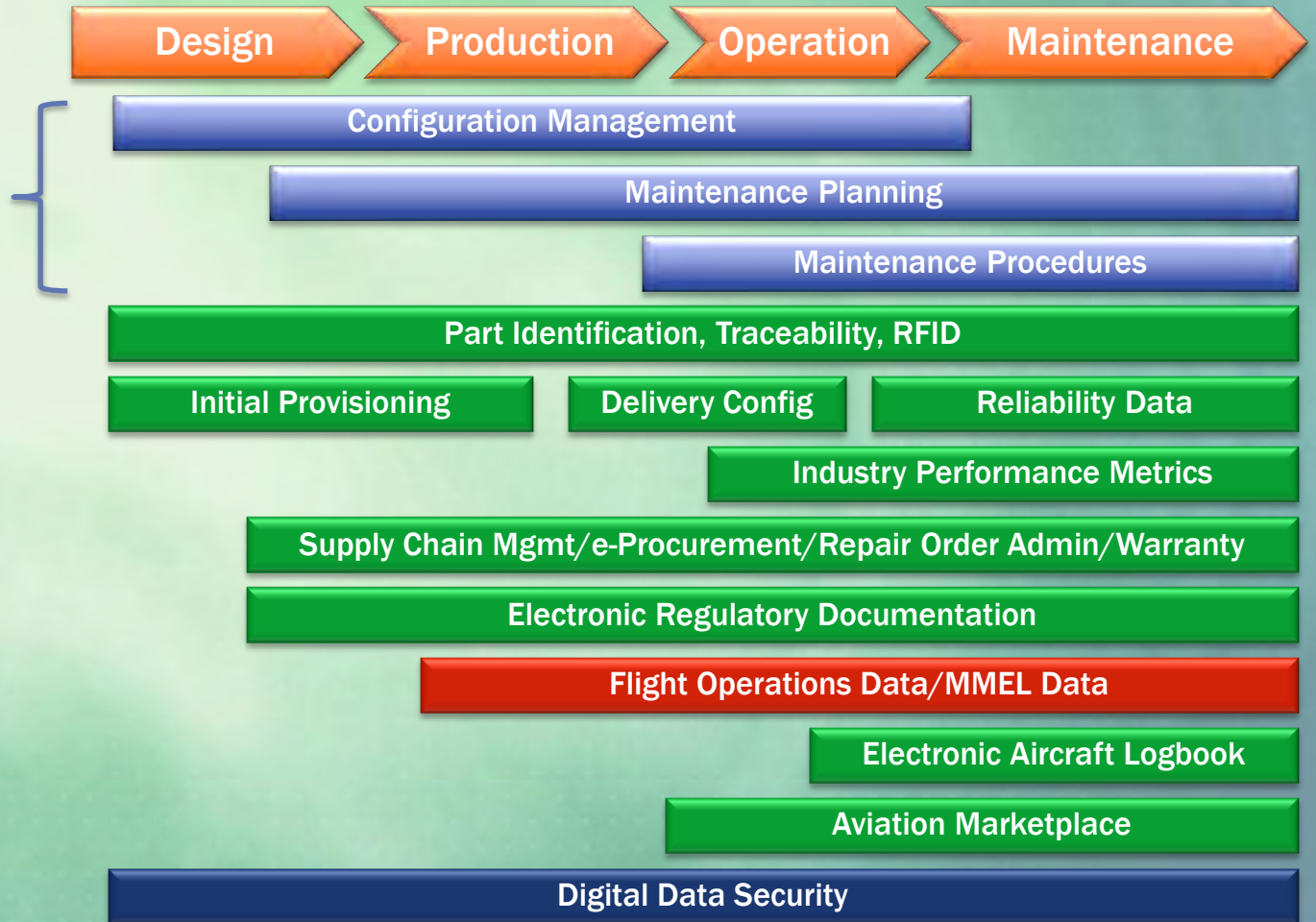
Establish a global commercial aviation industry **information framework** that facilitates improved business agility, reduces costs, increases speed of business, and maintains the highest level of safety.



Effective Information Sharing through Industrywide Collaboration

Functional Scope

ATA, AIA, ASD
Collaboration



-  Spec 2000
-  iSpec 2200/S1000D
-  Spec 42
-  Spec 2300



Effective Information Sharing through Industrywide Collaboration

Strategy: Who is the Customer?

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

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)



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.)

Regulatory
Agencies



End Users

Customers of the ATA e-Business program.
The strategy exists to deliver value to them.

Other
Standards Bodies



ATA e-Business Strategy

Customer Perspective

What do the customers value from ATA e-Business?

For Commercial Aviation Companies that Produce, Consume, Exchange Data

Produce Standards that...

Reduce Costs

Improve Business Processes

Maintain Safety and Compliance

Budgetary Perspective

What do ATA carriers expect?

Be Self Supporting

Operations Perspective

What must we do internally to meet our customer objectives?

Standards Lifecycle Management

Operate to Lifecycle Plan

Ensure Quality Standards

Leverage Existing Standards

Identify Business Opportunities

Provide Project and Program Oversight

Increase Speed of Standards Development

Standards Implementation

Increase Standards Adoption

Reduce Barriers for Adoption

Encourage 3rd Party Product / Solutions Dev.

Provide Support for Standards Implementation

Promote the Standards

Building the Community

Establish Effective Participation

Maintain open & consensus based environment

Provide Networking Opportunities

Increase Membership

Learning Perspective

What must we know to perform the processes?

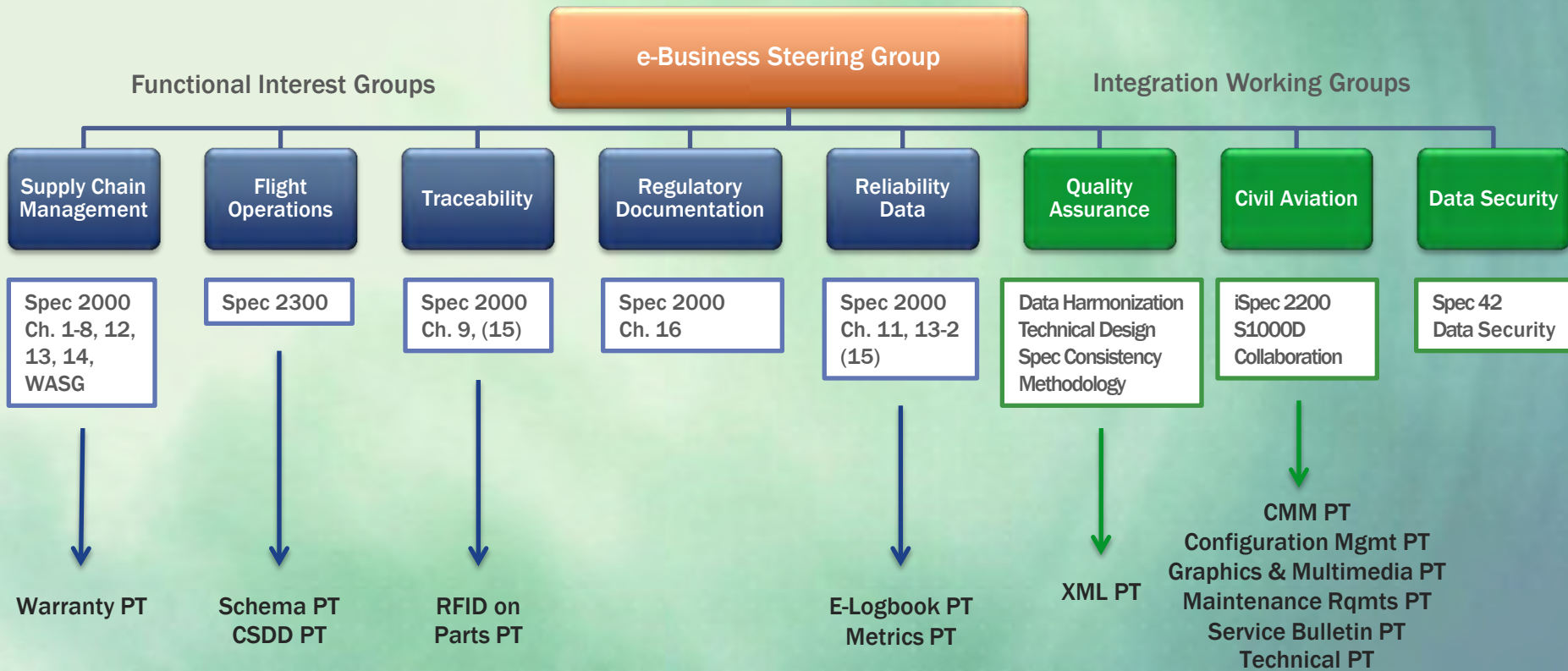
Understand Business

Maintain Awareness of Emerging Technologies

Know the Standards and How They are Implemented



Committee Structure





ATA e-BUSINESS PROGRAM

Membership (120)

ABX Air	Critical Technologies	KLM Royal Dutch Airlines	SGL Aviation
Aeroinfo Systems	Dassault	L-3 Communications	Shanghai Aircraft Customer Svc
Aerospace Software Dev.	Delta Air Lines	Lufthansa Technik AG	SITA
Aeroxchange Ltd.	DIEHL AEROSPACE GMBH	MacSema	SNECMA
Air Canada	EADS	MAINtag	Sonovision Canada Inc.
Air France	Eaton Aerospace	Meggitt	Southwest Airlines
Air New Zealand Limited	Embraer	Messier-Dowty	Spirit AeroSystems Inc.
Air Transport Association	Esterline Corporation	Mexicana Airlines	SR Technics Switzerland
Airbus	euroscript Systems	Miami Air International	Suite Solutions, Ltd.
Aircraft Inventory Mgmt Svc	FedEx	Moog Inc.	Swiss AviationSoftware
Alaska Airlines	Finnair	Mxi Technologies Ltd	TANNER AG
American Airlines	FUJITSU LIMITED	Nabtesco Aerospace	TechGuard Security
ARINC	Gables Engineering	Navtech, Inc.	Technology Solutions
ARSA	GE Aviation	Northwest Airlines	TechPubs, Inc.
ATC Lasham Ltd	GE Transportation	Office of Secretary of Defense	Tectura Corporation
Aveos Fleet Performance Inc.	GGG INFORMATION SERVICES	OmegaBlue, Inc.	Tego, Inc.
Aviall Services	Goodrich	O'Neil & Associates	Teledyne Controls
Avio-Diepen.B.V.	Hamilton Sundstrand	OP Management (OPM)	Thai Airways International
BAE Systems	Hawaiian Airlines	Panasonic Avionics Corp	Thales Avionics
Boeing	Honeywell	Parametric Technology Corp	The NORDAM Group
Bombardier Aerospace	IATA	Parker Hannifin	Thomas Cook Airlines Ltd
Bruno Chatel (Chadocs)	Industrie-Technik GmbH & Co.	Pratt & Whitney	United Airlines
Cambridge UK Auto-ID Lab	INFOSYS TECHNOLOGIES LTD	Qantas Airways	UPS Airlines
Carillon Information Security	InfoTrust Group	Rockwell Collins	US Airways
CHC Helicopter Corporation	Inmedius, Inc.	Rolls-Royce	Virgin Atlantic Airways
CHUOZUKEN CO., LTD	International Aero Engines	Rusada SA	warp it AG
Communications Software Ltd	Inventory Locator Service	SAAB	WestJet
Continental Airlines	JANA, Inc.	SAP AG	Woodward, Inc.
Continental DataGraphics	Japan Airlines	Satair A/S	
CORENA	Jeppesen	Saudi Arabian Airlines	
Crane Aerospace & Electronics	JetBlue Airways	SDL	



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www.ataebiz.org

- ATA e-Business Program Membership - \$3,000/company/year
- Unlimited number of employees may join
- Unlimited access to all ATA e-business specifications
- 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 alerts/notification



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