

# Continental Airlines

## Enterprise Case Study – Executive Summary

Teradata.com

### First to Favorite

Continental's comeback from "Worst to First" is an airline industry legend. The airline's new plan, moving from "First to Favorite," calls for expanded reliance on its Teradata® system with new real-time business intelligence capability.

With its EDW, Continental has changed the way it does business. Using strategic and tactical decision-making analytics, Continental's EDW helps the airline continually alter its models and analyze ways in which the business might be positively changed. Every day, employees study potential cost cutting and revenue opportunities. Everything is questioned.

Business analytics helps management dig into regional numbers, country numbers and individual flights to pinpoint successes and problem areas. Action can be taken immediately, ensuring maximum profitability and smooth operations.

With the EDW's new business intelligence capability, real-time data is used for tactical decision-making and on-the-spot decisions in five critical areas:

- > Customer Management
- > Revenue Management
- > Flight Information
- > Revenue Accounting
- > Fraud Detection

Continental is building a customer-centric environment. CRM is instilled into business strategies and practices. Marketing initiatives are implemented within days. Online check-in is increasing. The airline's most profitable customers are identified and catered to. Employees, empowered with information, are encouraged to be creative and forward thinking.

Continental's approach is paying off both on its balance sheet and to its reputation. In just ten years, Continental has gone from being the worst U.S. airline to being one of the best. The EDW achieved a

### Continental by the Numbers

- > 5th largest U.S. airline
- > 6th largest airline in world
- > 49,000 employees
- > 50 million passengers a year
- > 3,045 daily departures
- > Over 271 destinations on five continents

return on investment of over 1000% on a \$25 million investment in its first five years. And Continental has received numerous awards from a variety of sources for Best Customer Service, Best International or Premium Class Service, Best Airline, and Best Technology.

Continental's EDW is enabling the company to move toward a fully 24x7 environment ... critical to delivering the fast, accurate responsiveness so important in a highly competitive, rapidly changing industry.

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