



CIO100

SYMPOSIUM & AWARDS CEREMONY

Creating Sustainable
Innovation & Business Value



High Value SOA

*Leveraging Web Services to achieve agility,
business value and efficient speed to market*

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Vice President
IR GEMS
Marriott International

10:45-11:30
24 August 2010
Palos Verdes 6

Agenda

- Marriott International Overview
 - Rock solid foundations
 - CIC (*Corporate Intellectual Capital*)
 - Heritage Systems
 - High Value SOA : “*Mind the Gap*”
 - Challenges
 - The Solution
 - Benefits
-

Marriott International Overview

- More than 3,400 Hotel & Resort, Timeshare and Corporate Housing Properties
- Approximately 137,000 Associates
- Operations in 70 countries
- A growing and profitable company
- Committed to Environmentally responsible operations and Conserving Energy

Leading Lodging Brands

Luxury Lodging



Full Service



Select Service



Extended Stay



Ownership Resorts



Award Winning Technology Organization



COMPUTERWORLD'S TOP
GREEN IT
ORGANIZATIONS

Rock Solid Foundations

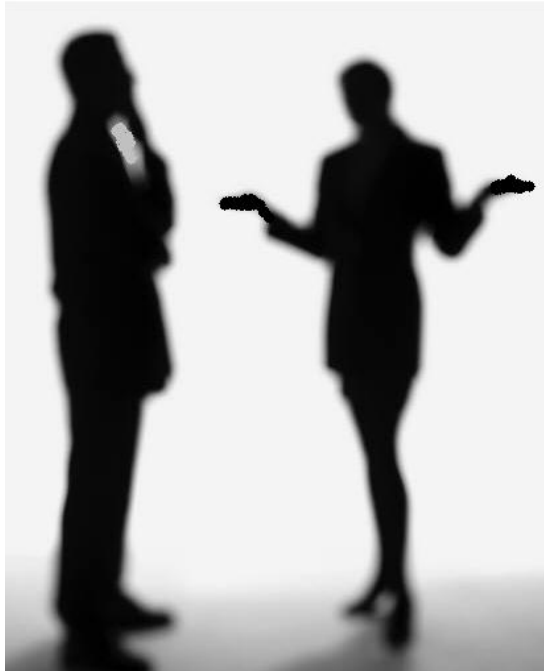
CIC

Corporate Intellectual Capital

~~Legacy~~ Heritage Systems

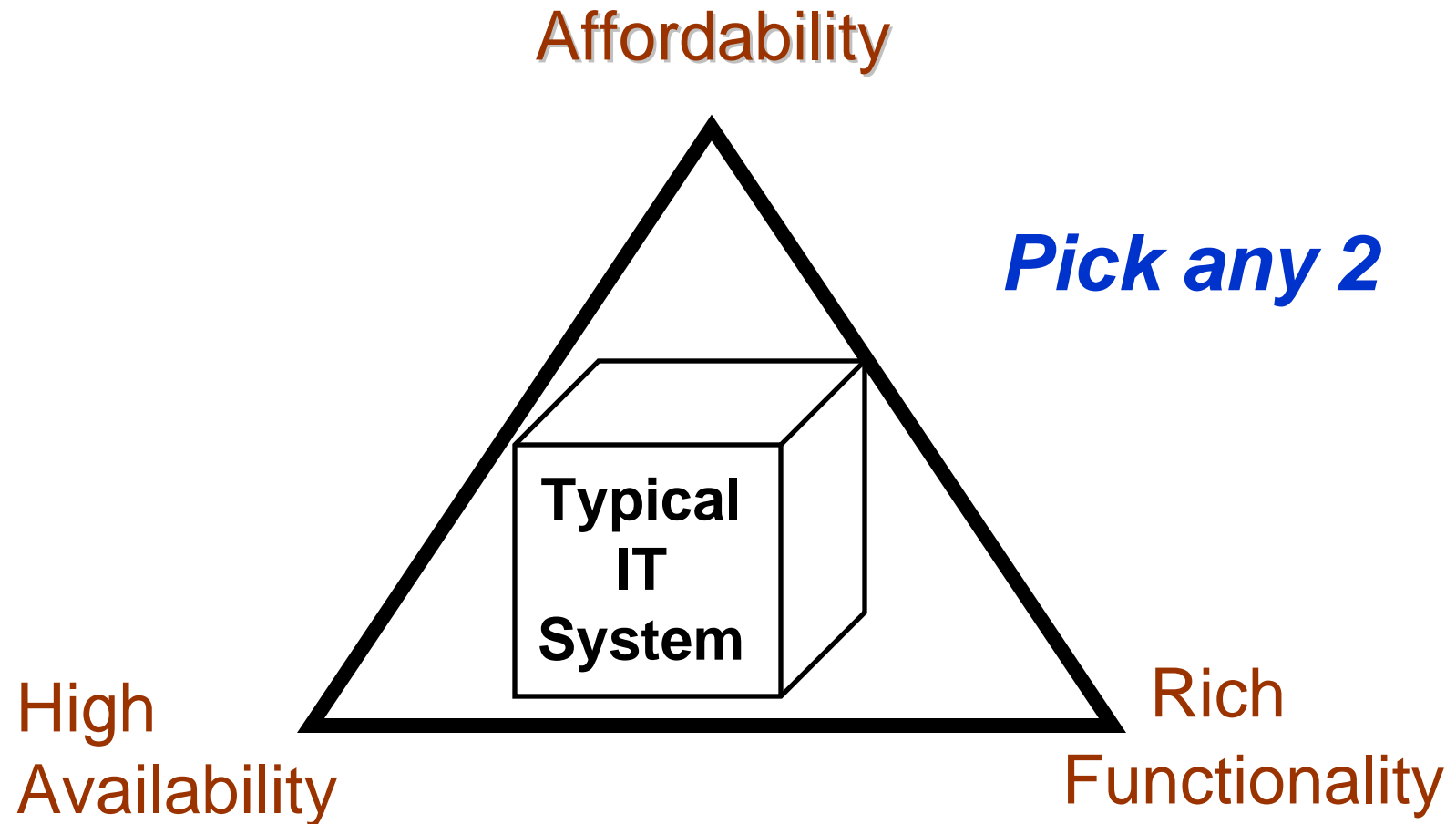


**“You *talk the talk* and you
walk the walk, but ...”**



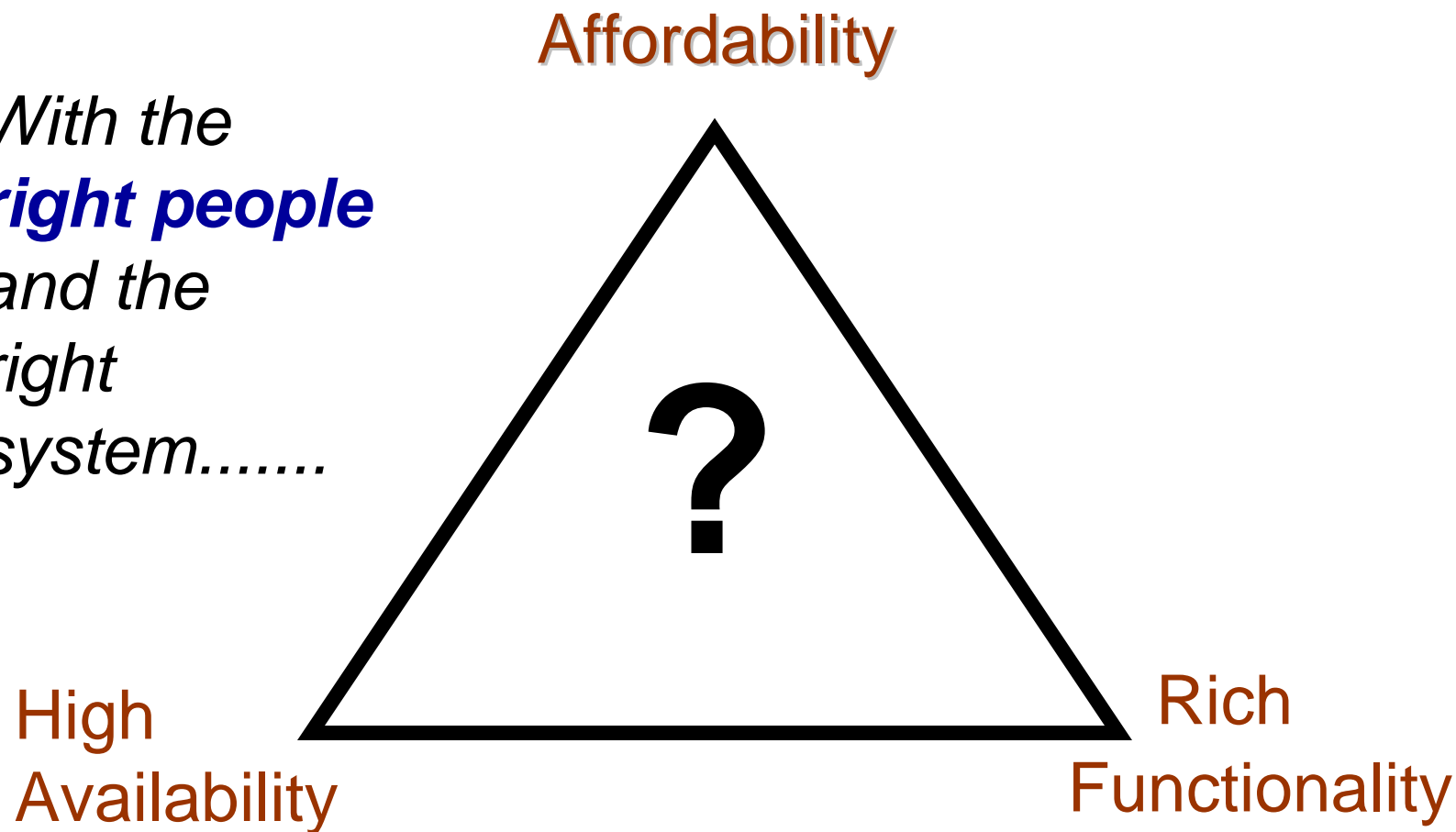
“do you *listen the listen* ?”

The “triangle” dilemma

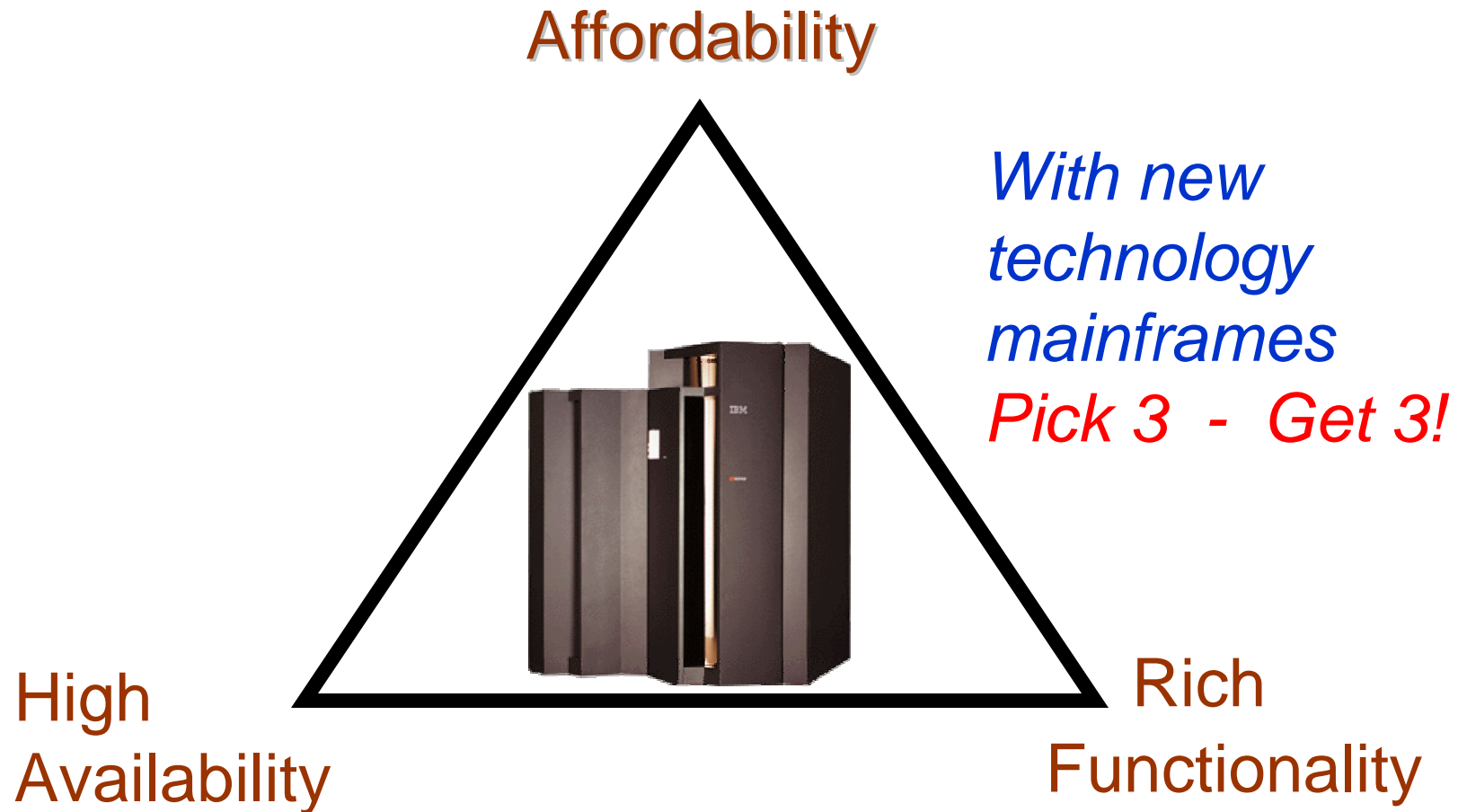


How to get all three

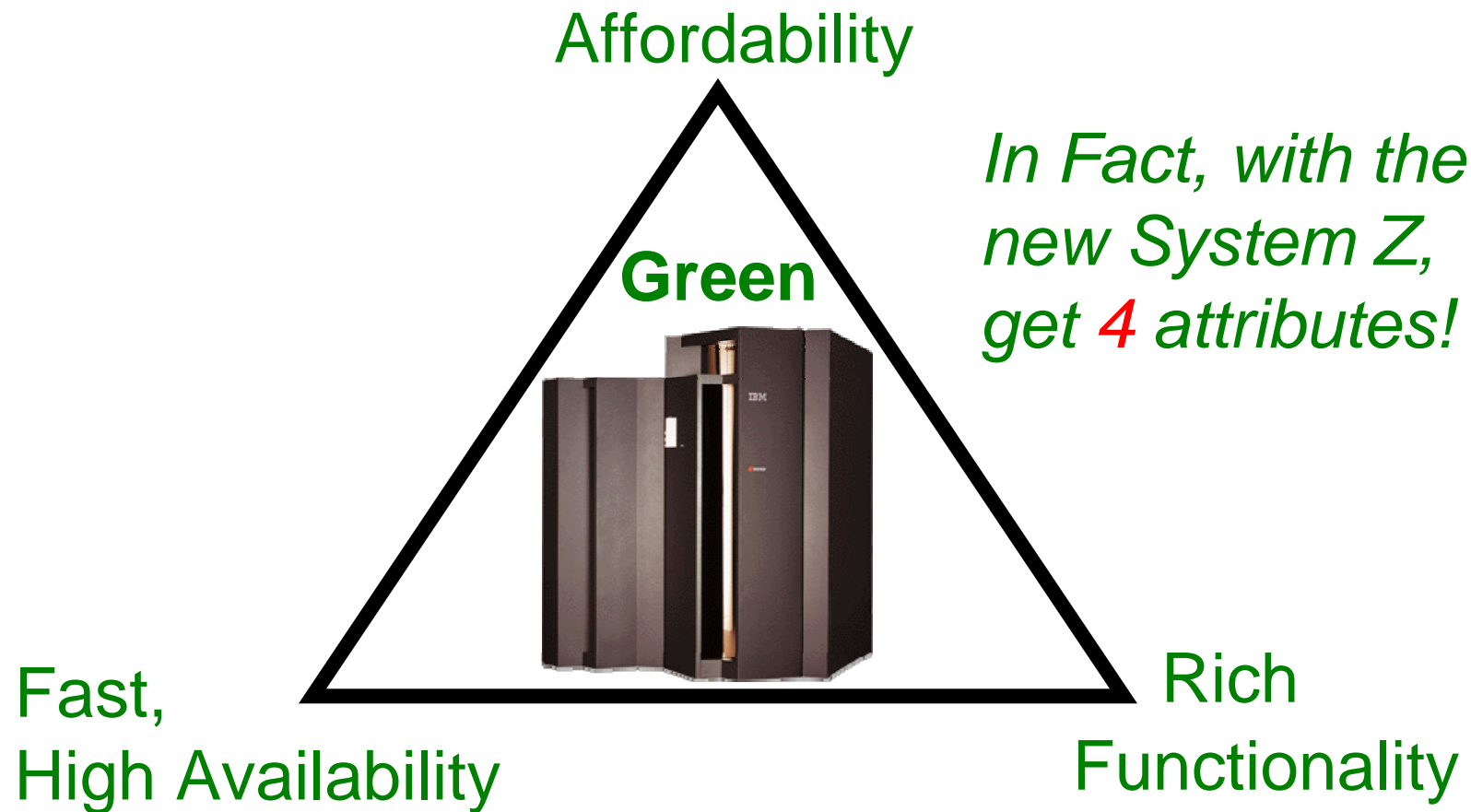
*With the
right people
and the
right
system.....*



Centralized Systems



How to square a triangle



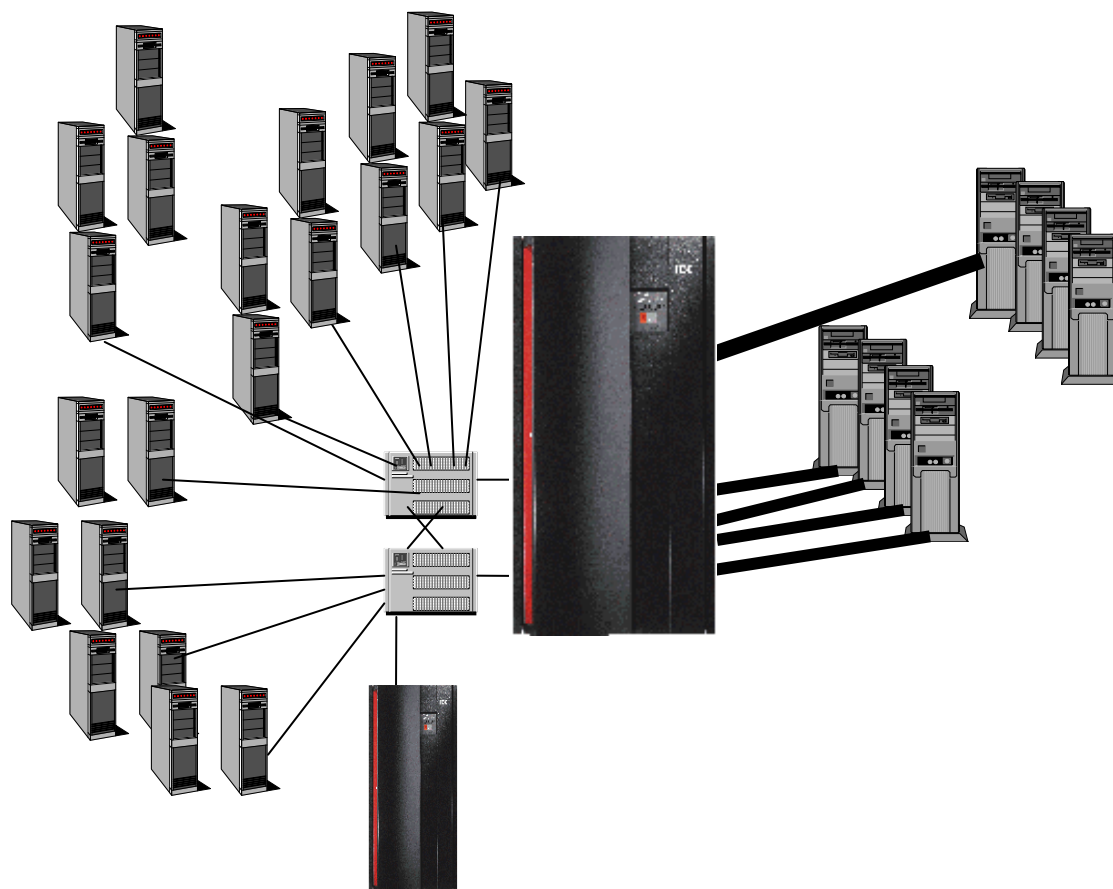
~~Legacy~~ Heritage System



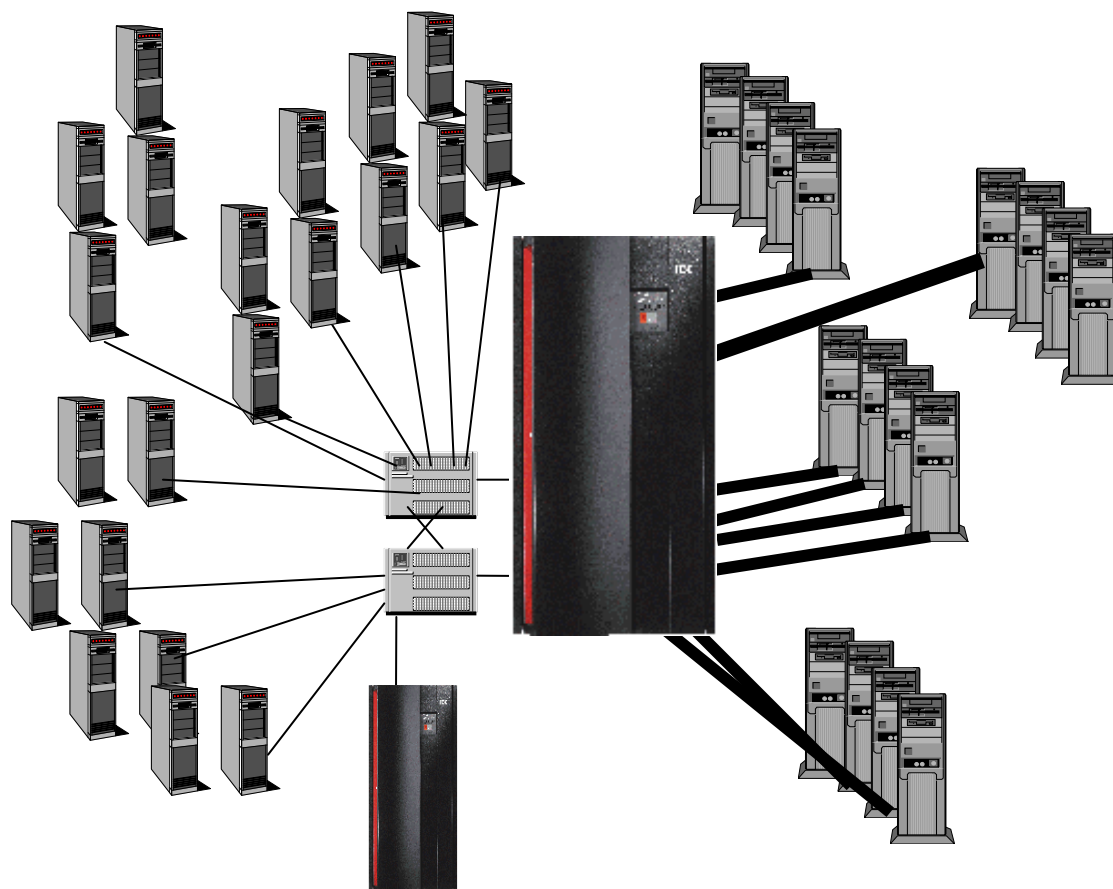
MARSHA is Marriott International's reservation booking engine for all properties and rooms



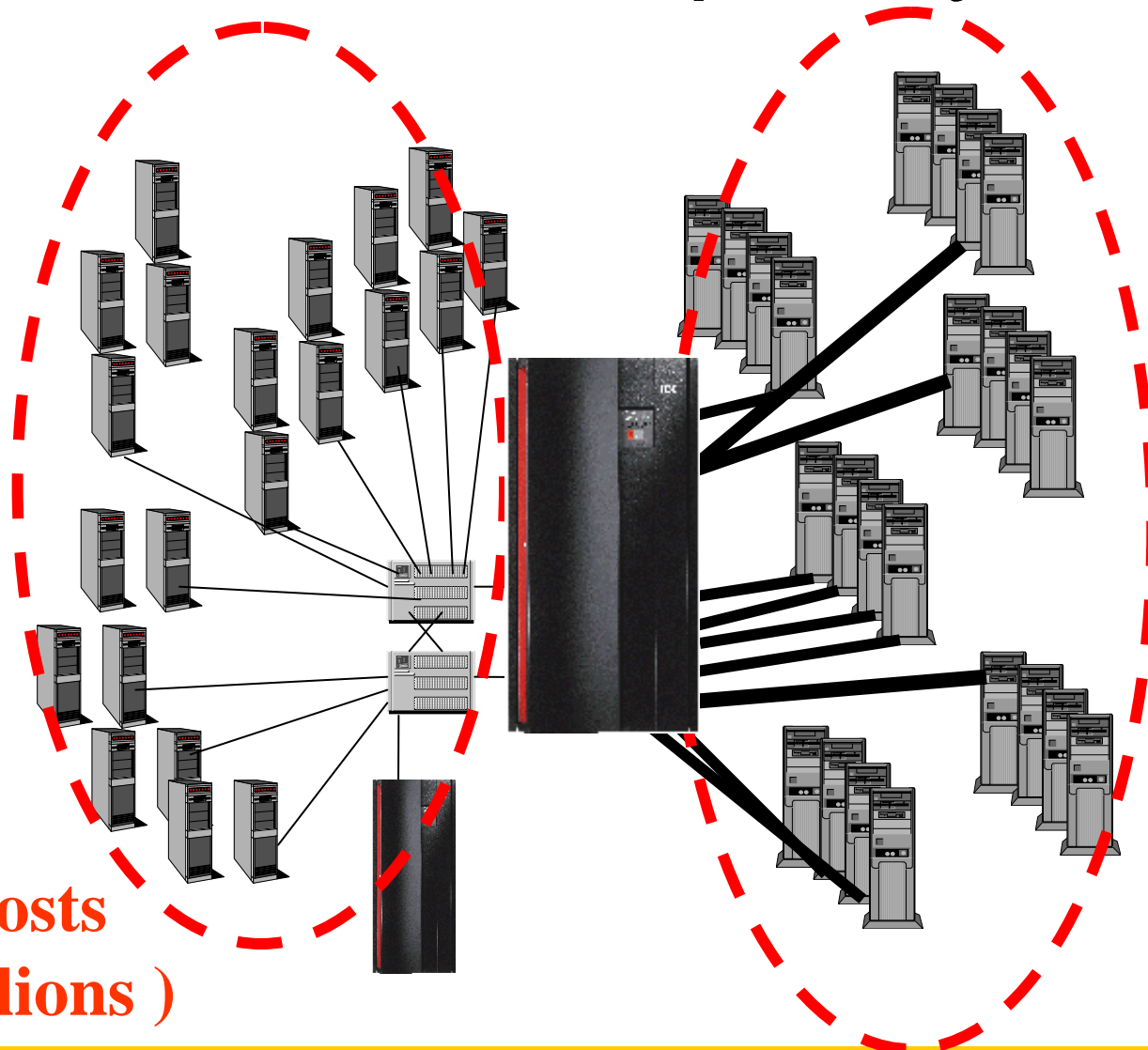
Last century solutions



Apparent simplicity

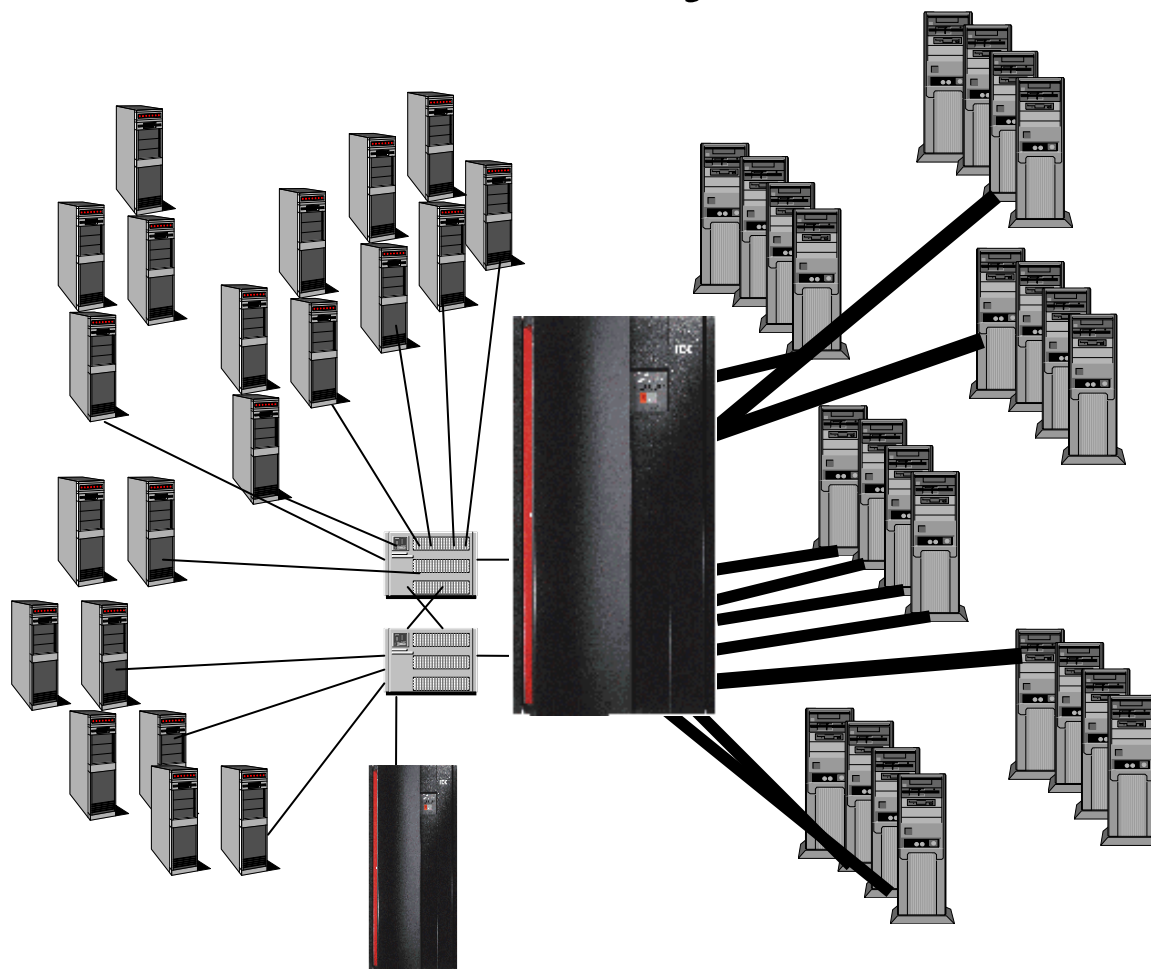


Grows into complexity



**Huge costs
(\$\$millions)**

Why?



Just say no !



Modernize your ~~Legacy~~
Heritage systems to gain
competitive advantage
and keep your IT and
Corporate Intellectual Capital

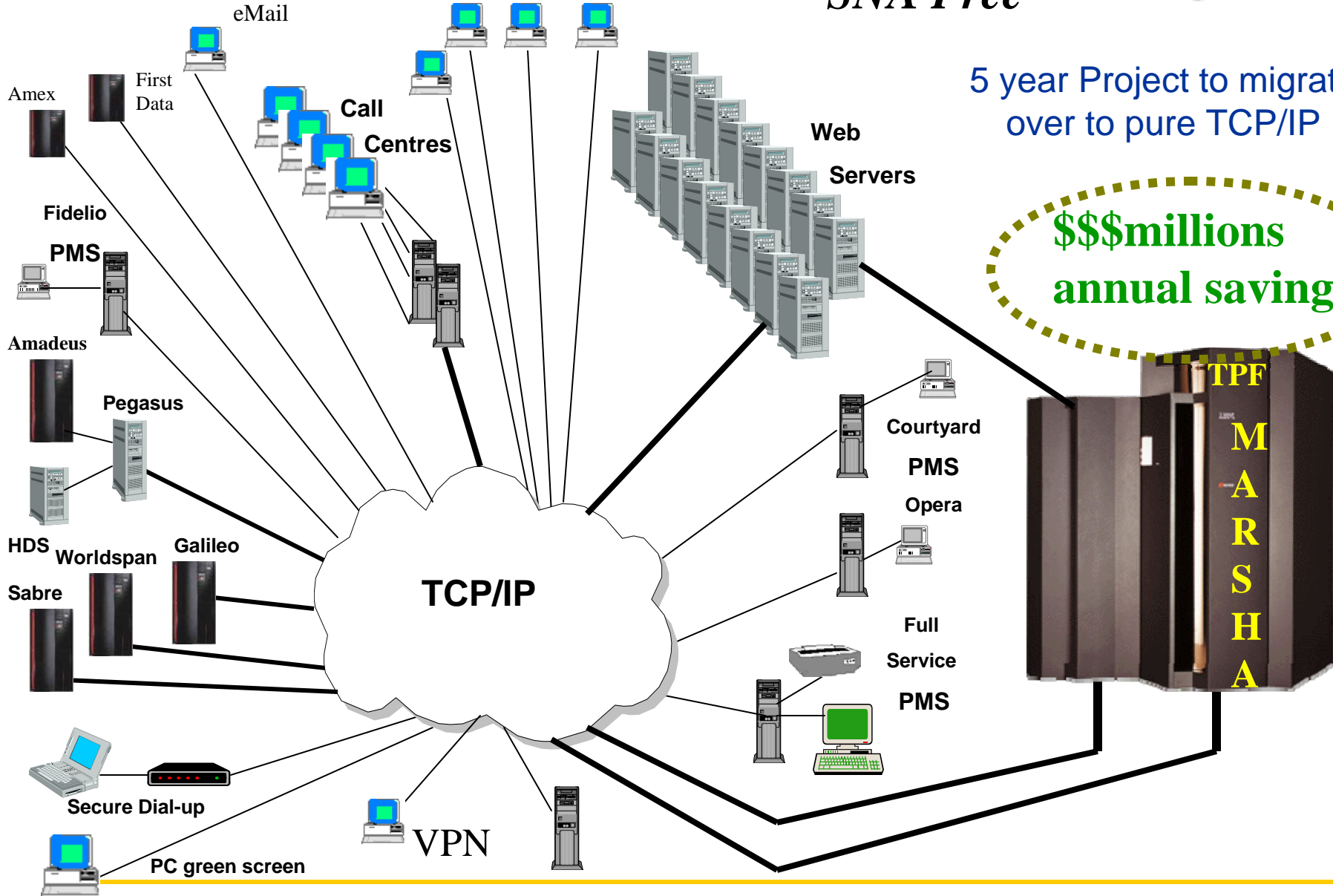
marriott.com

“SNA Free”

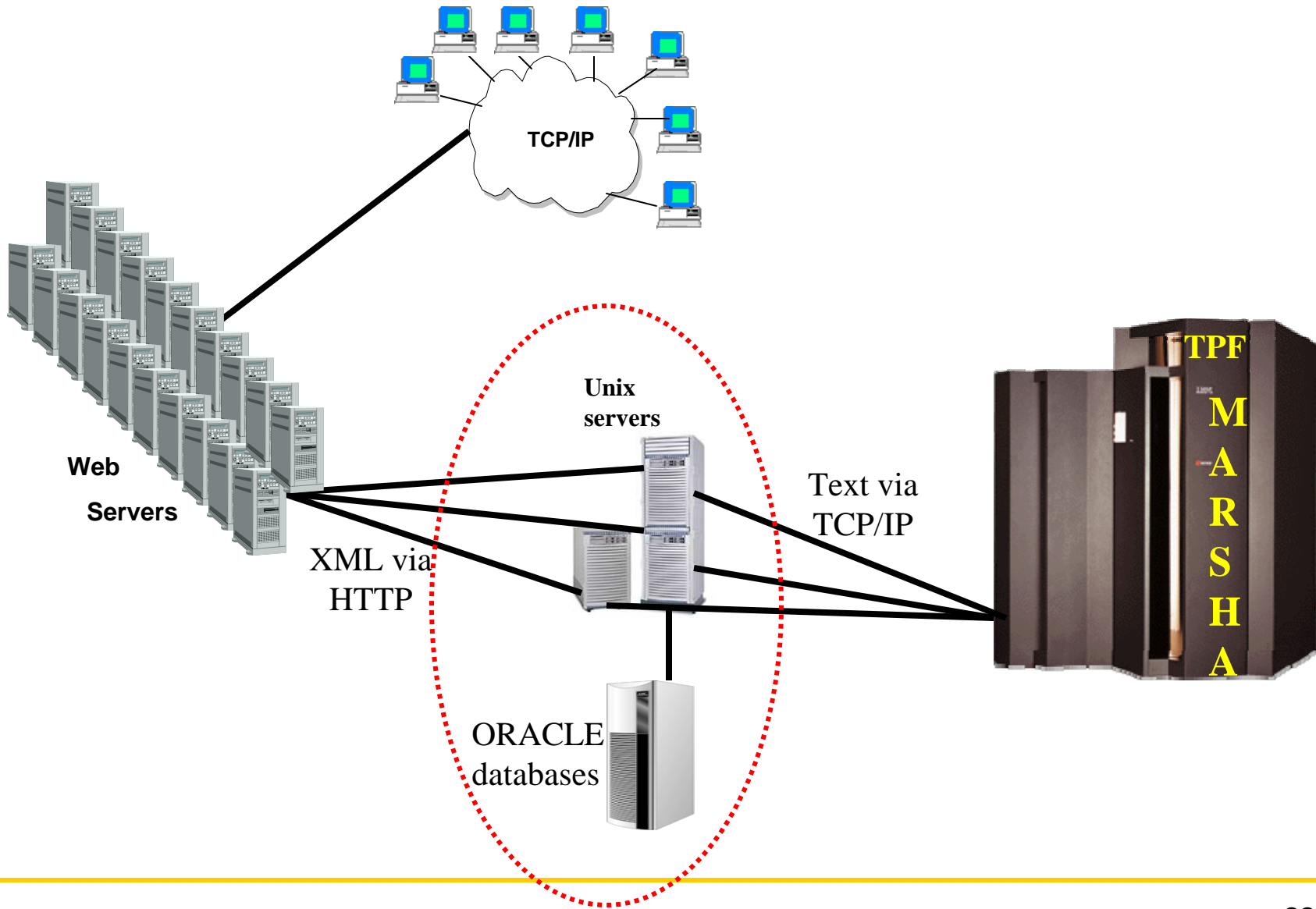


5 year Project to migrate over to pure TCP/IP

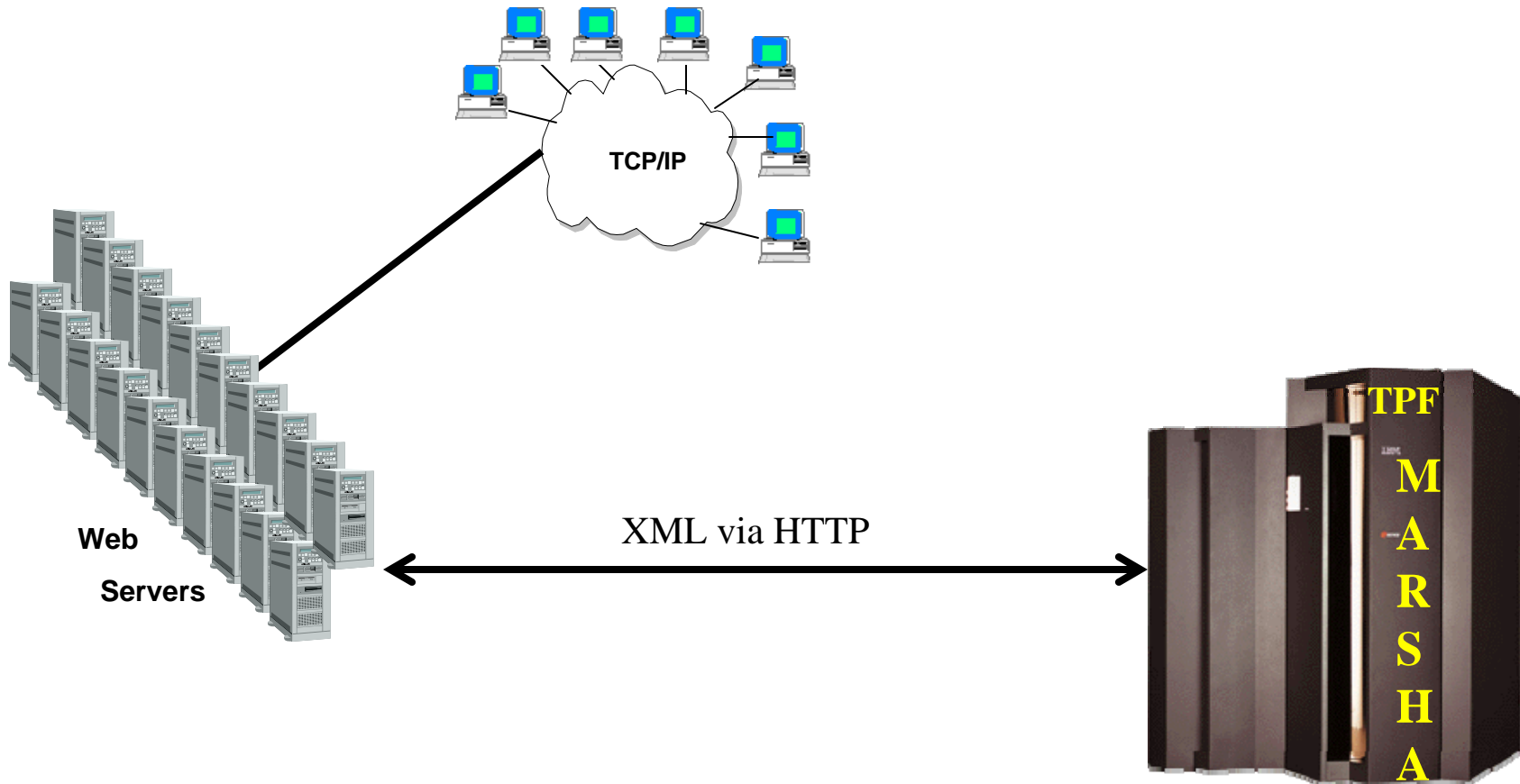
\$\$\$millions annual savings!



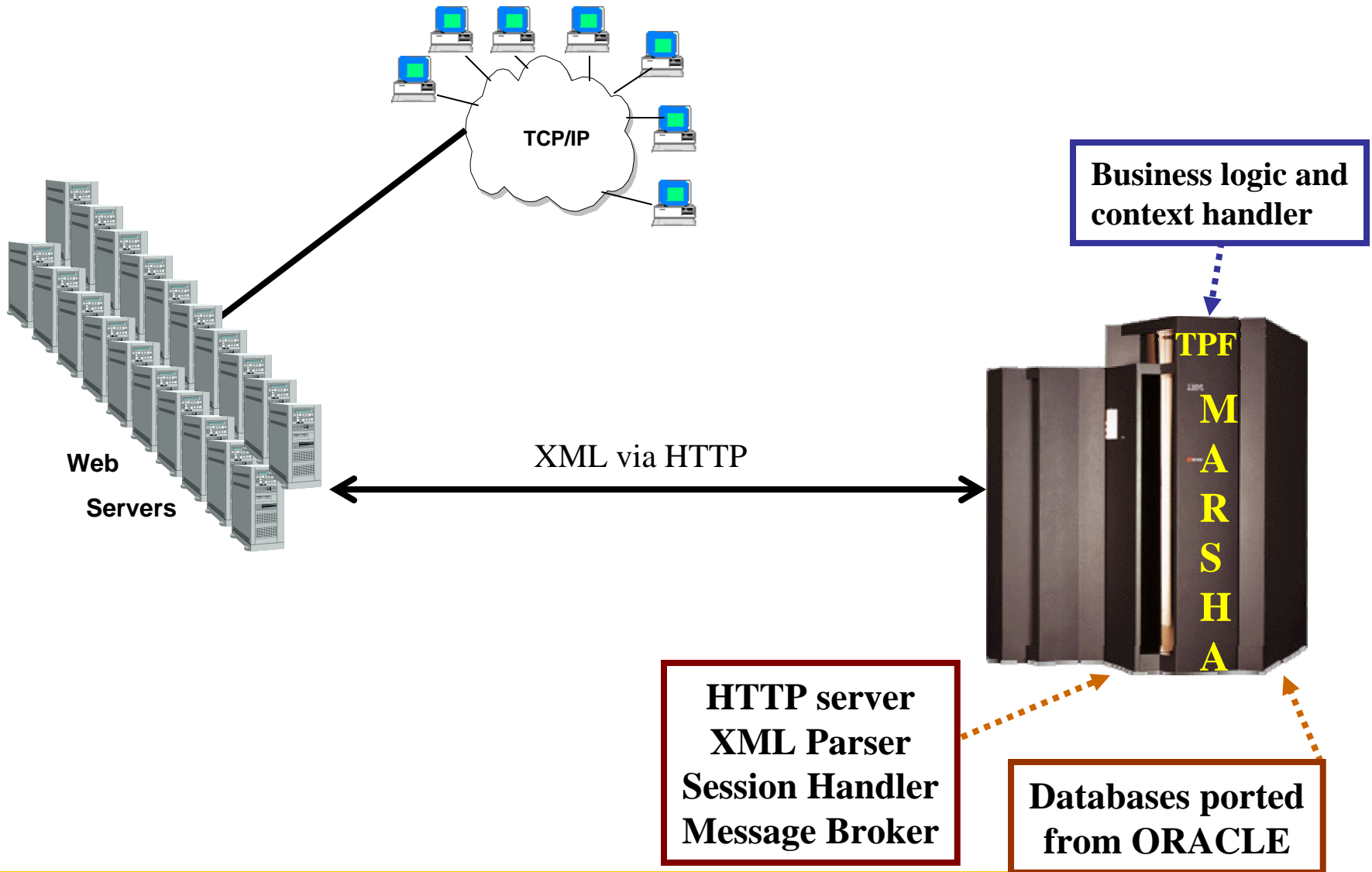
n+ Tiers means complexity and huge costs



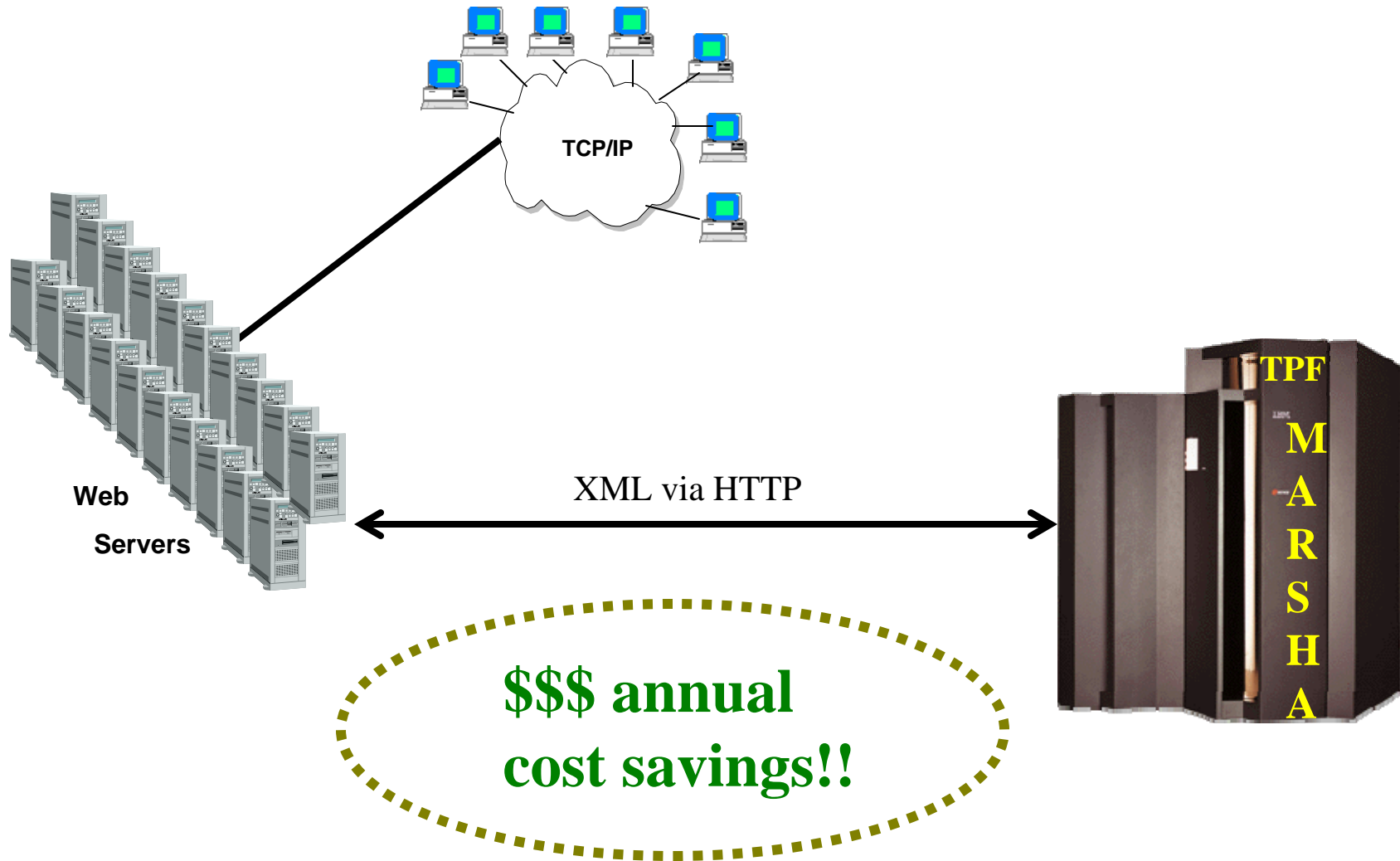
Superfluous infrastructure eliminated !!



New marriott.com Architecture



New marriott.com Architecture



Virtualization allows cost efficient workload sharing

- Server Virtualization - share Production capacity during off peak with Development/Test workload
- Clone the complete test environments at no incremental CPU hardware or software cost



Leveraging low *marginal cost* CPU cycles

Since the mainframe investment is fully amortized and funded based on the business benefits (lowest cost in the industry), marginal costs of adding additional workload are extremely low.

Running zLinux for other Production system workloads is very cost effective due to minimal \$ incremental costs.

**\$\$\$ annual
cost savings!!**



System Z server

Green Eco-Friendly Infrastructure

Running a Centralized IT System on the mainframe is extremely cost and power efficient.



Our current Z server runs our Production Central Reservation System, several cloned Test Systems, numerous smaller Test environments, Performance Test environment, Development SDLC infrastructure, numerous Linux Applications

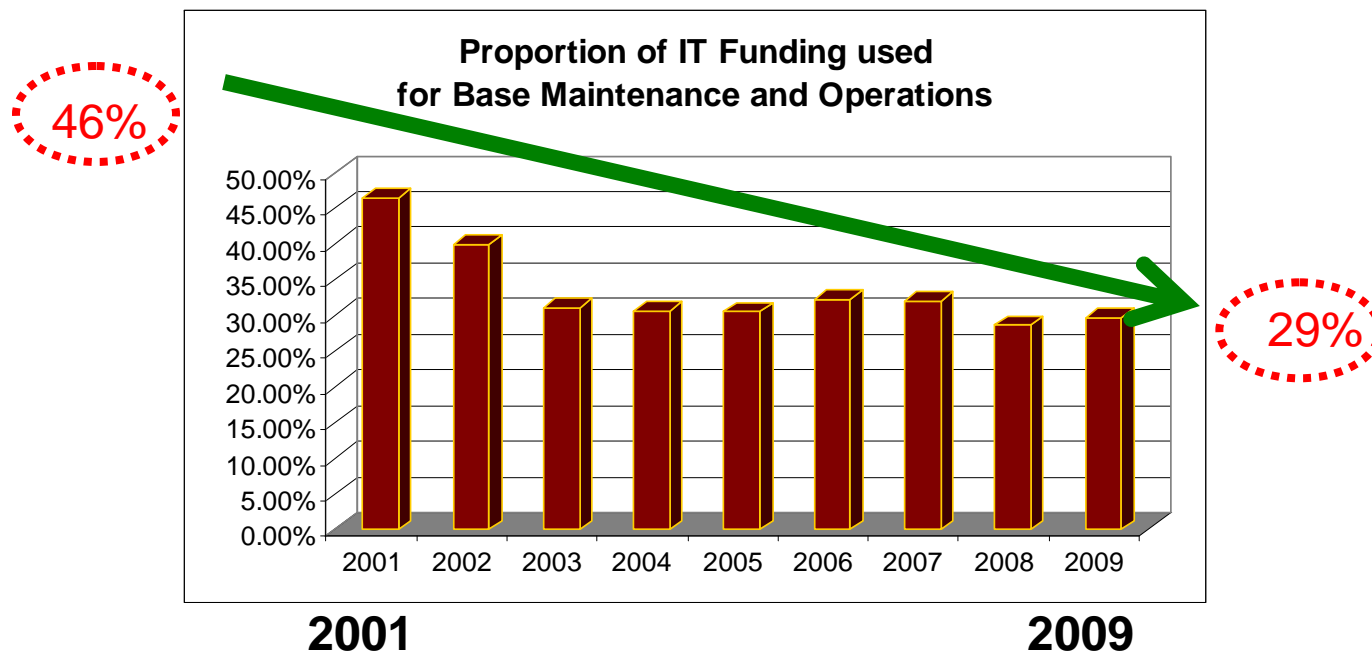
...and requires **just 6.3kWh of power!**

4 x



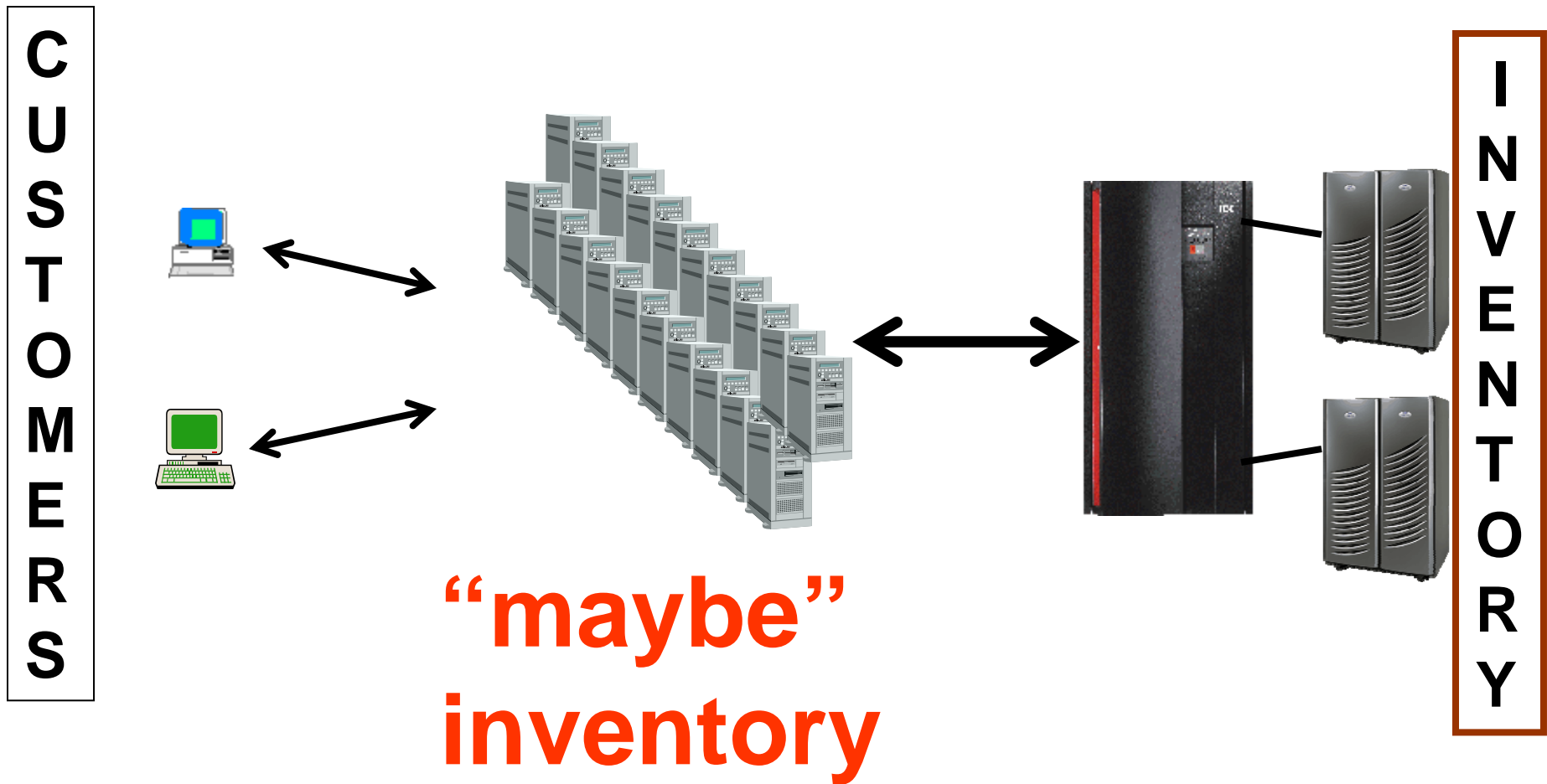
Equivalent to the power required by 4 toasters

Going Green is Good for Business



Investments in software and hardware capabilities to enable consolidation onto a single platform plus relentless attention to reducing cost of Base Operations has resulted in *additional \$\$\$millions released for Initiatives !*

The Perils of Cache



MARSHA Browser Interface - Microsoft Internet Explorer provided by Marriott International

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media

Address http://m Go Links

nozama dotcom

Book Selection

Eating Soup with a Fork
By Alan Cooper

List Price: ~~\$25.00~~
Our Price: \$17.00

Availability: Usually ships within 24 hours

Add to Shopping Cart

BUY NOW!

Done Local intranet

Start Microsoft PowerPoint MARSHA Browser Int... 14:41

MARSHA Browser Interface - Microsoft Internet Explorer provided by Marriott International

File Edit View Favorites Tools Help

Address http://m

nozama dotcom

Book Selection

Add to Shopping Cart

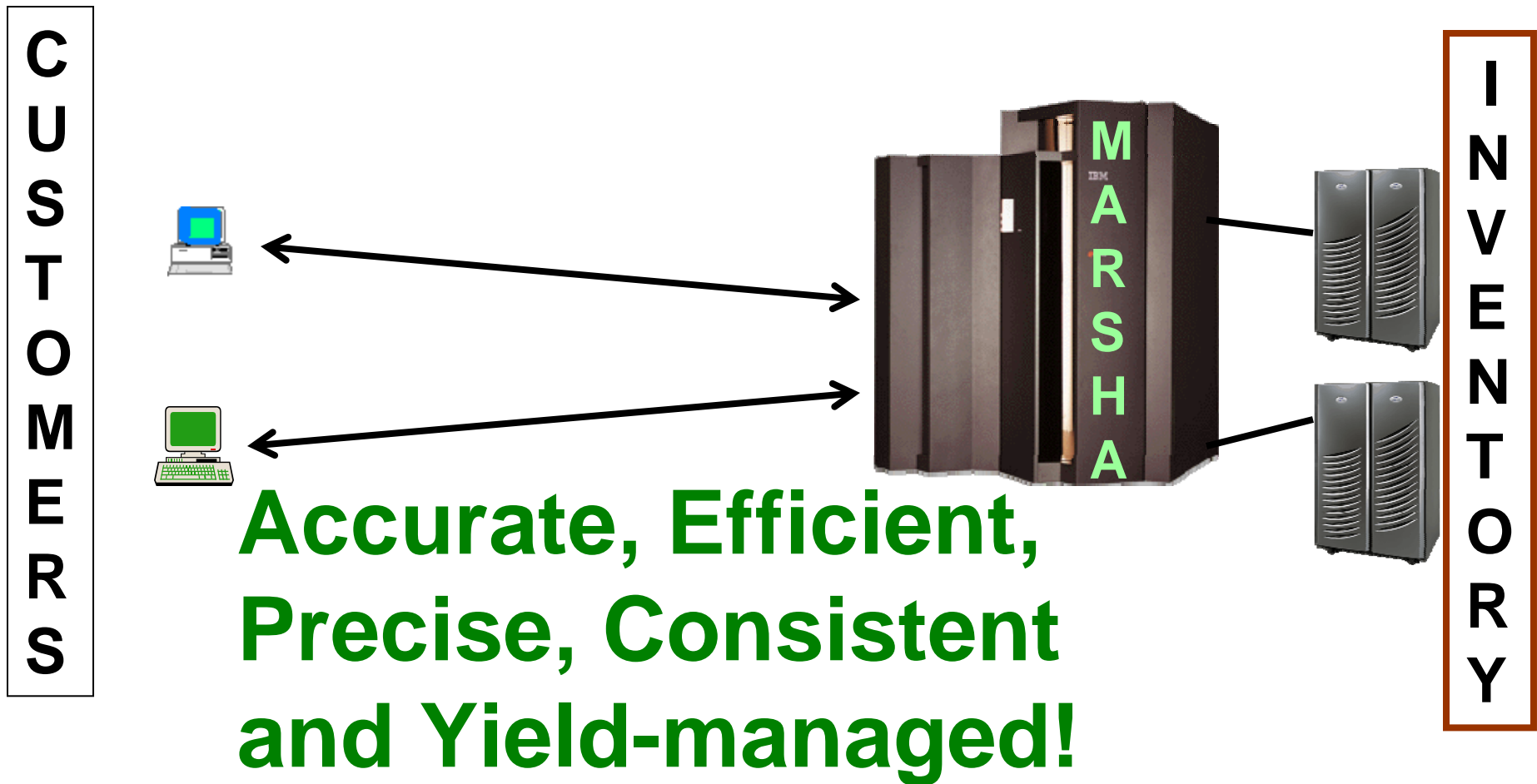
Eating Soup with a Fork
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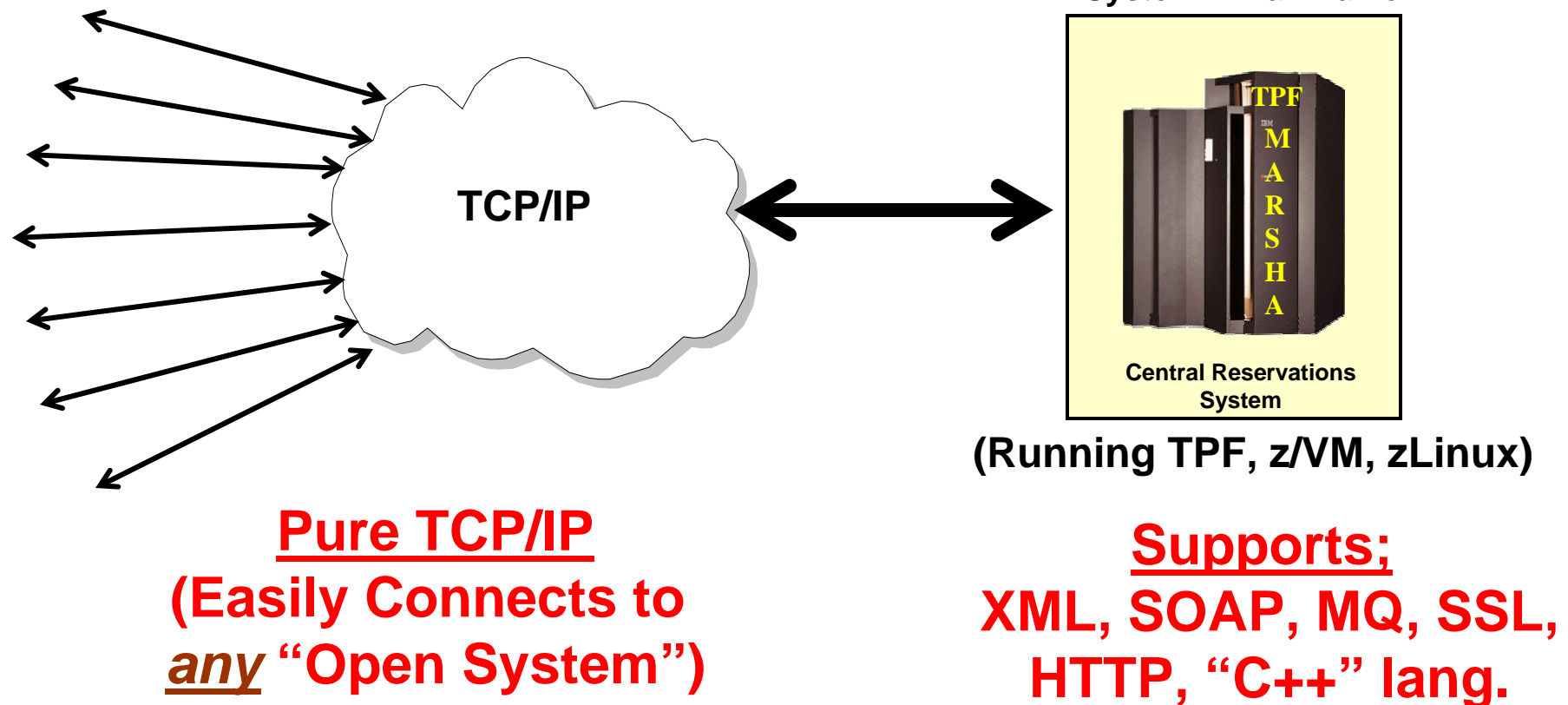
Marriott Single Image Inventory



The MARSHA Reservations System

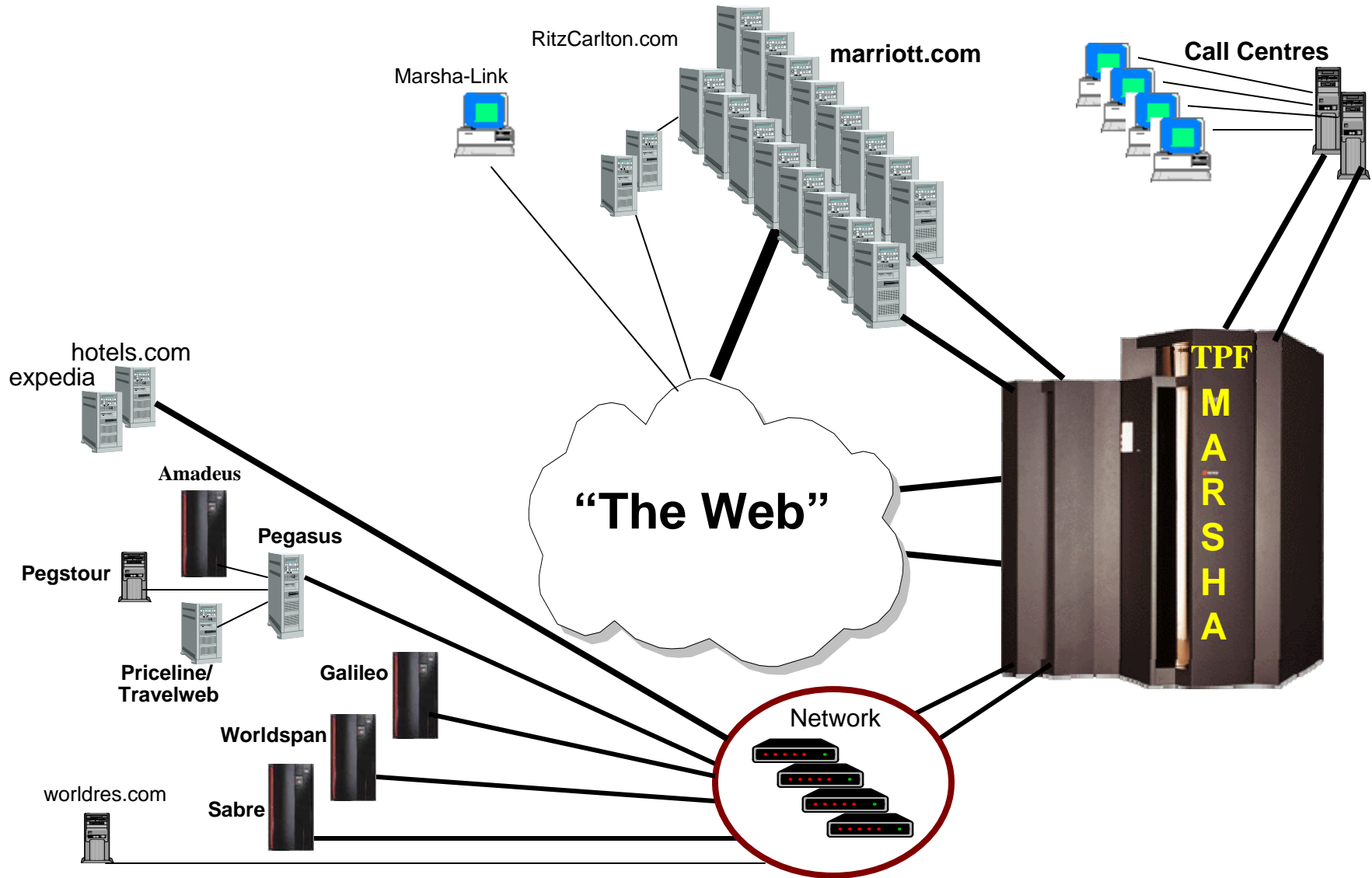
An “Open System”

(provider of SOA services)

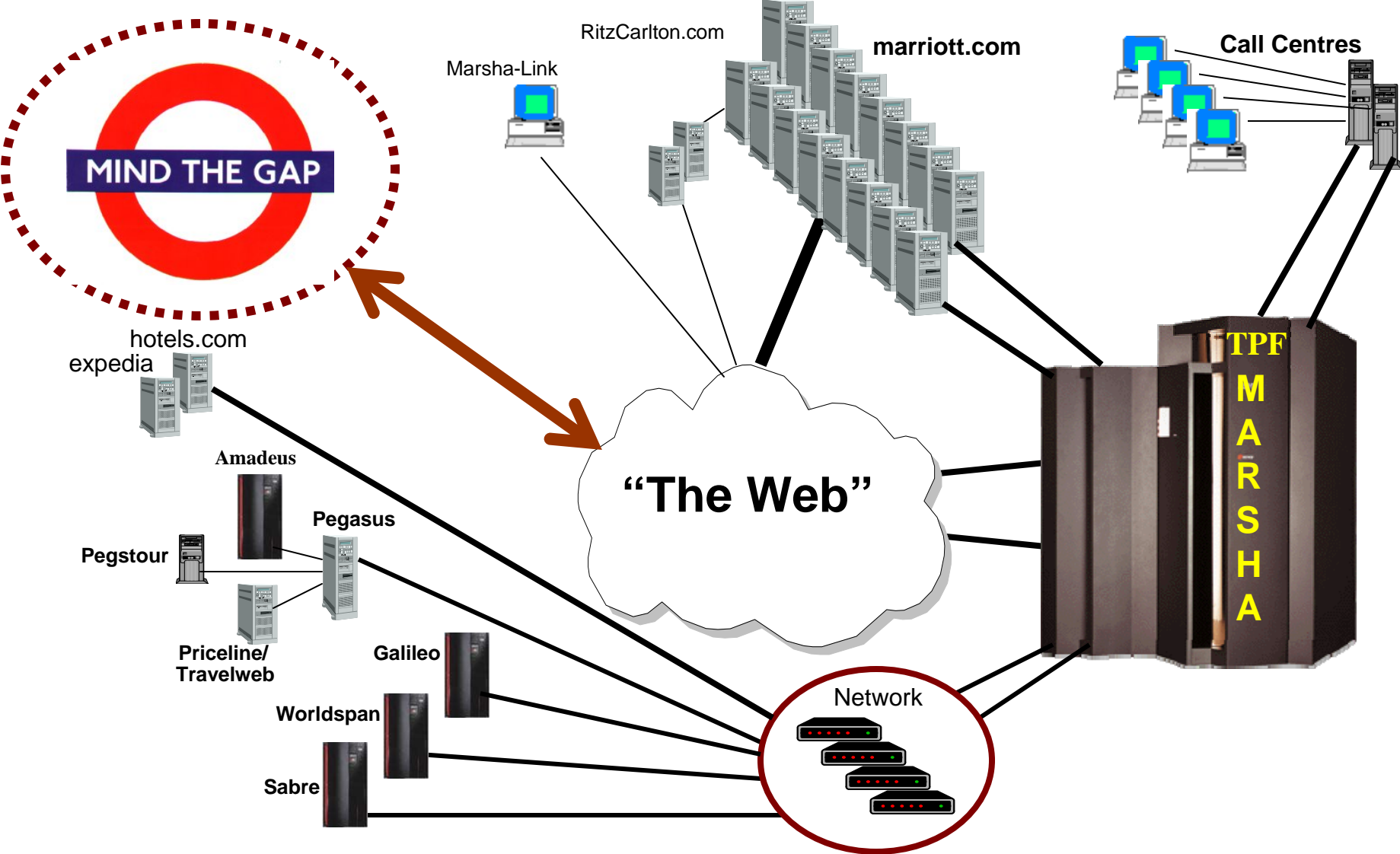




Past B2B and B2C connections



Mind the Gap !!

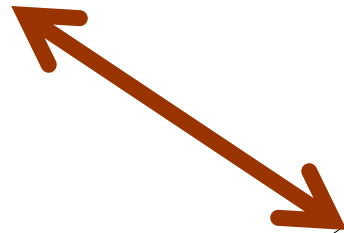


Why has this gap been difficult to fill?



In the past, each new connection has been developed with specific code configurations within the MARSHA Application to service each partner's needs. This has resulted in expensive (>\$400k) costs and excessive elapsed timelines to connect partners.

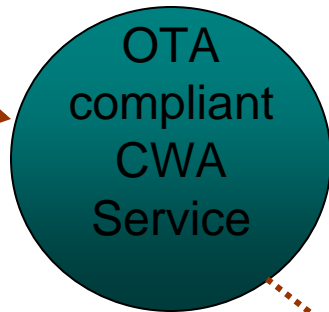
The current "cost of entry" for potential new Business partners is too high, both in costs and elapsed time.



Proven ROI and *agility* with SOA



RitzCarlton.com



OTA
compliant
CWA
Service

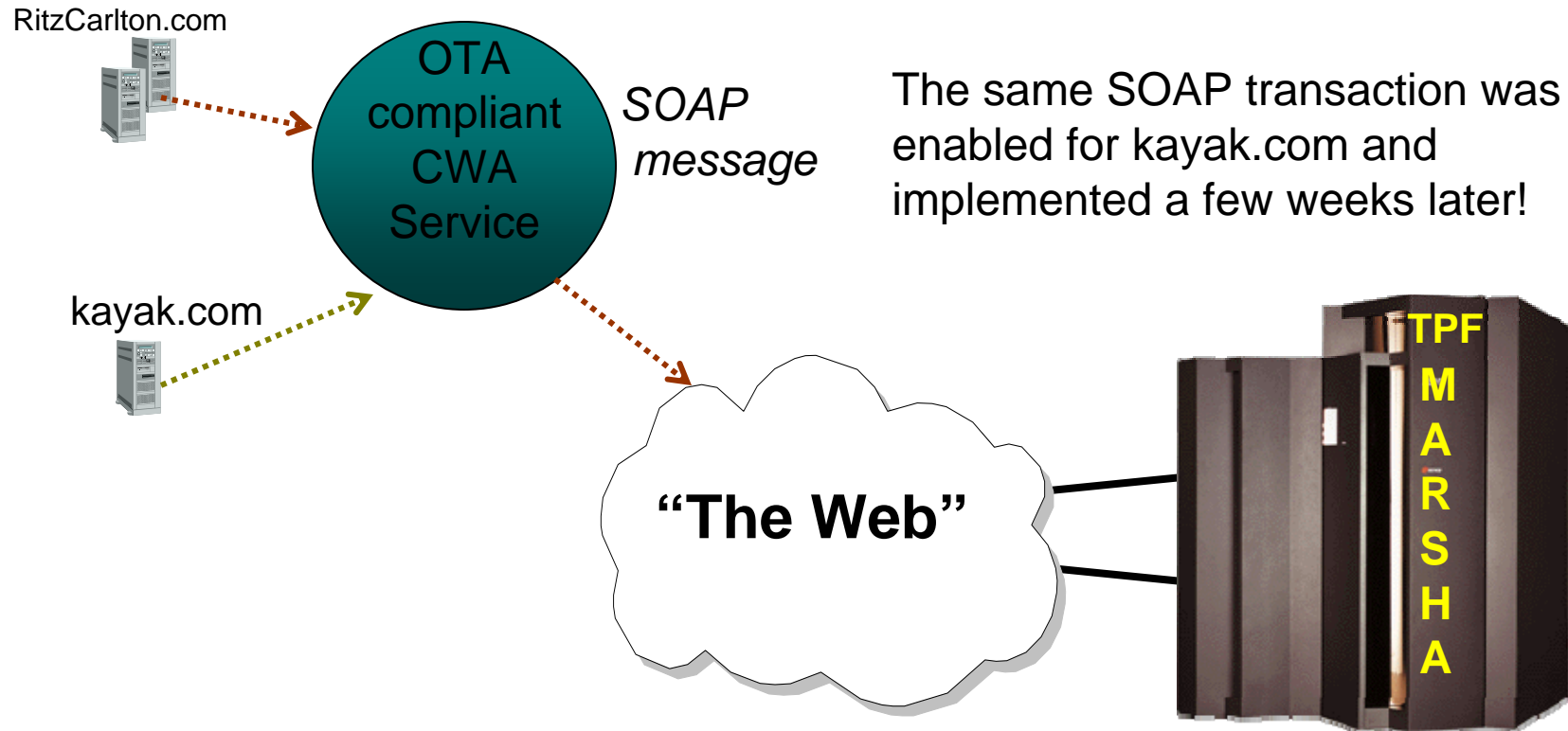
SOAP
message

The OpenTravel Alliance (OTA) creates, expands and drives the adoption of open specifications, including XML, for the electronic exchange of business information among all sectors of the travel industry.

CWA (CityWide Availability)
SOAP transaction developed
for RitzCarlton.com website
direct connection to MARSHA
implemented in early 2007



Proven ROI and *agility* with SOA



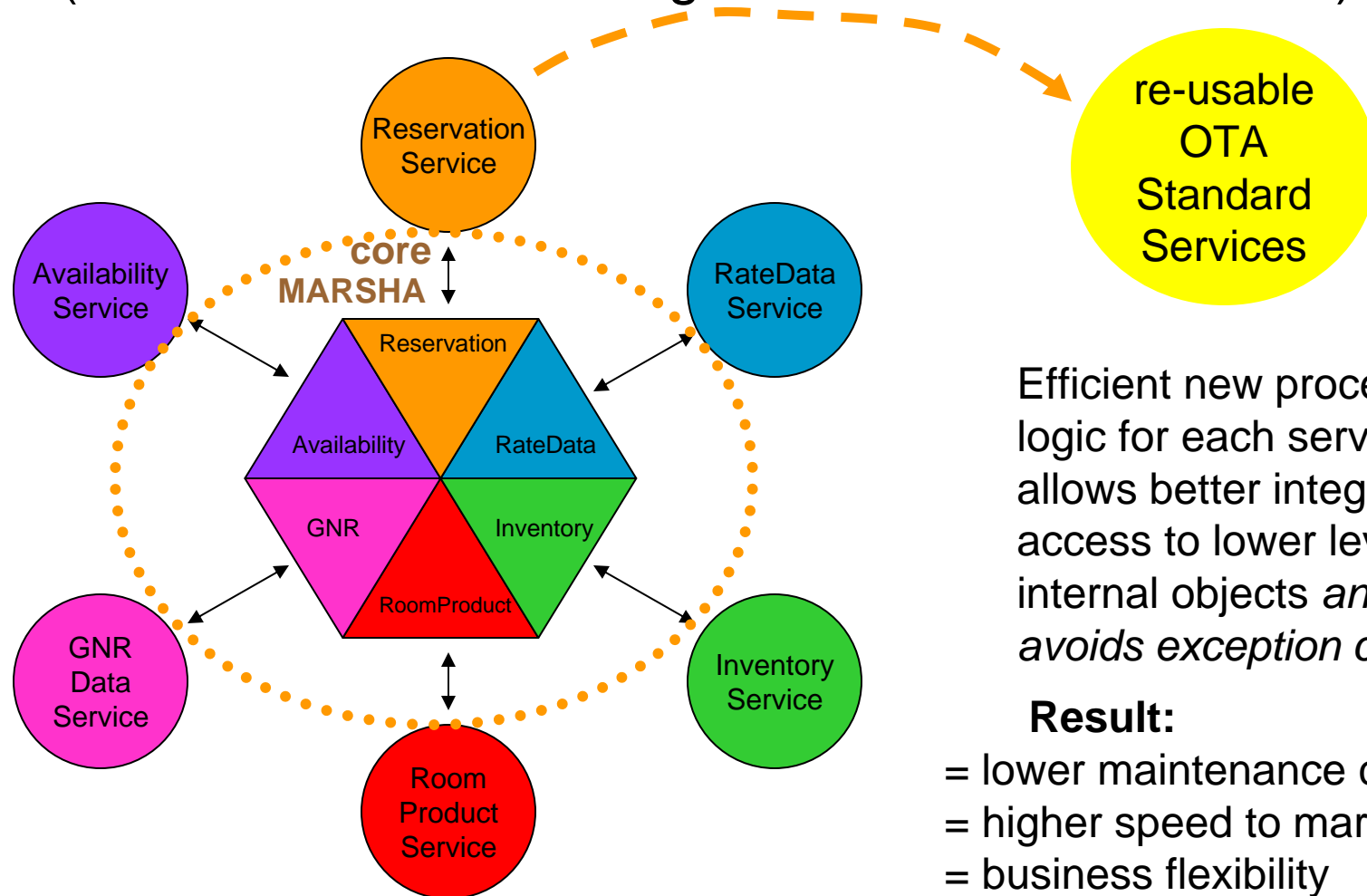
The same SOAP transaction was enabled for kayak.com and implemented a few weeks later!

This **required no** MARSHA Development or QA regression, with only Firewall, Security and configuration settings needed, resulting in an approximate <\$2,000 cost for **rapid** enablement of this new B2B connection!

OTA compliant B2B Connections



(re-usable Services integrated into core MARSHA)



Efficient new process logic for each service allows better integration, access to lower level internal objects *and* avoids exception coding

Result:

- = lower maintenance costs
- = higher speed to market
- = business flexibility
- = agility

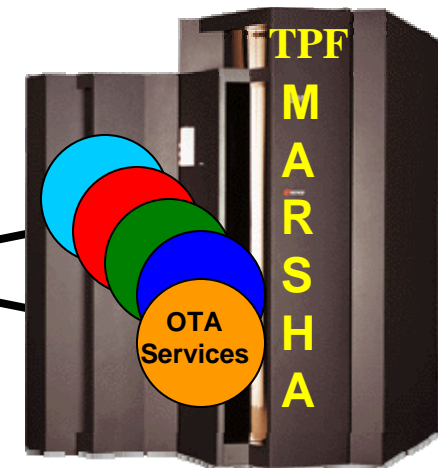
Ready to “Mind the Gap”

B2B
partner



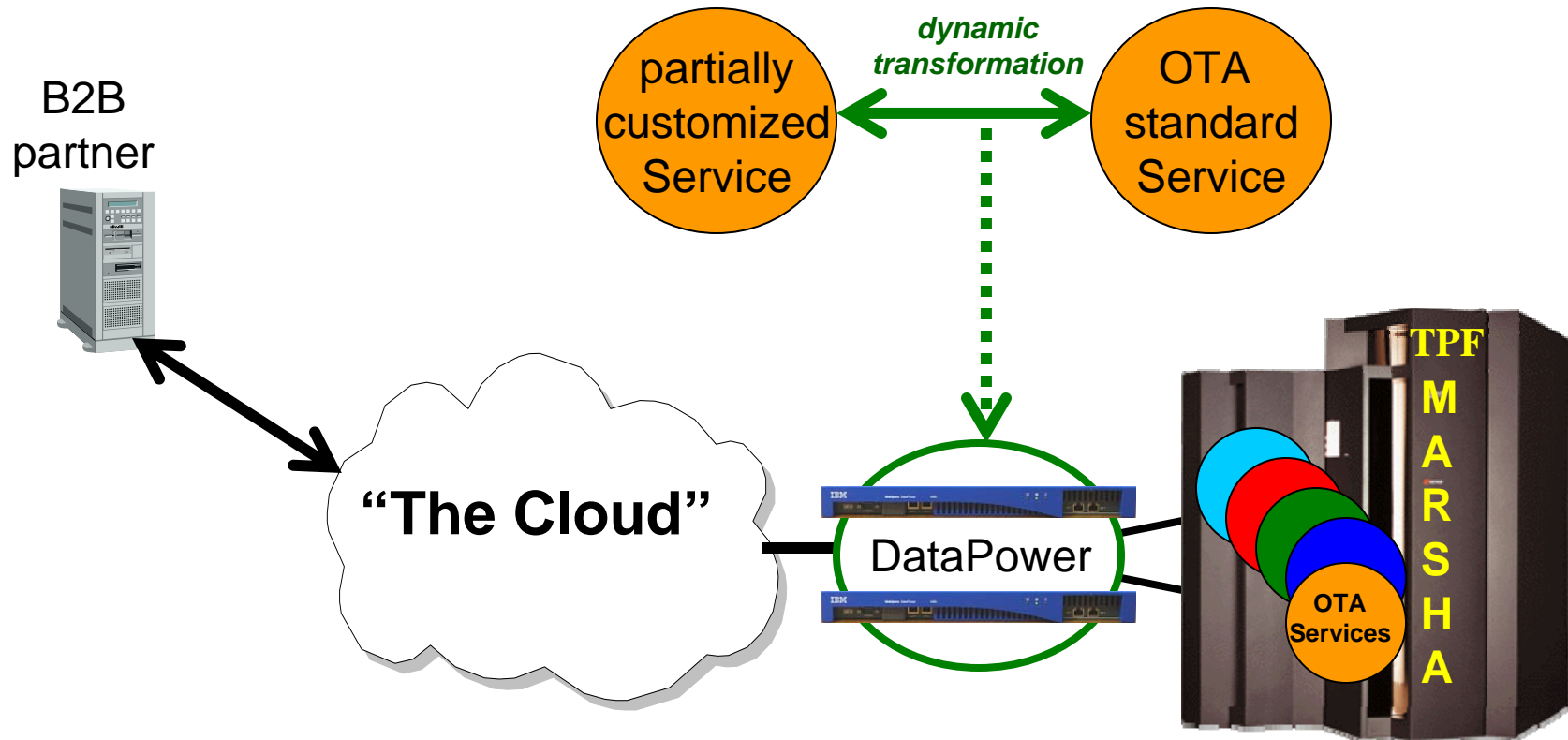
“The Cloud”

Network
&
Firewall



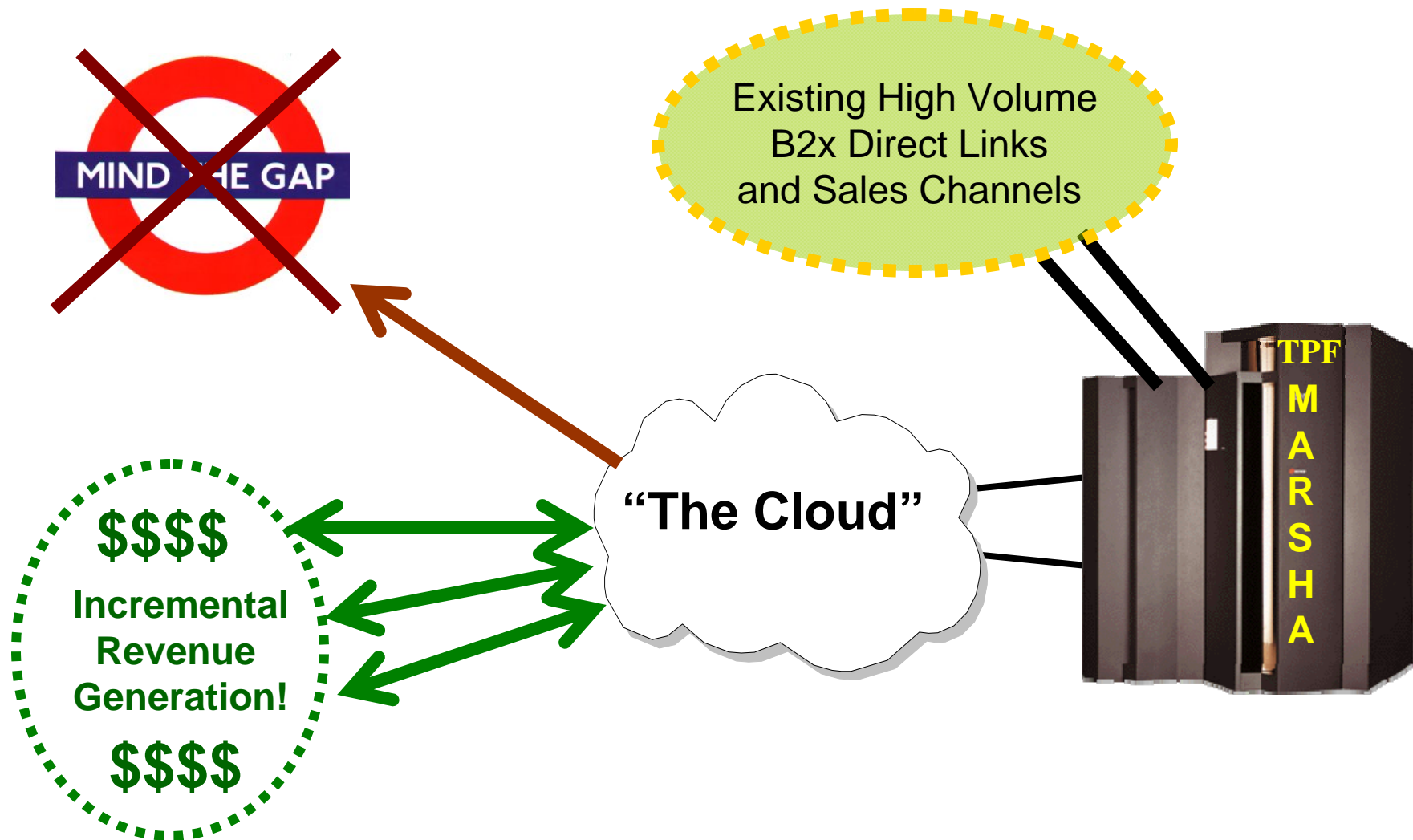
Suite of “core” SOA services (transactions) in Open Travel Alliance industry standard format ready to quickly and efficiently connect to new B2B partners with ***business value determining decisions – not IT costs & complexity!***

B2B Partner customization performed on external “wire-speed” SOA Appliance



Changes to XML transaction data formats are easily changed or customized on the DataPower Appliance instead of within MARSHA so does not need any TPF changes or QA testing unless core functionality customization required for partner

Harvesting Revenue Generation Links



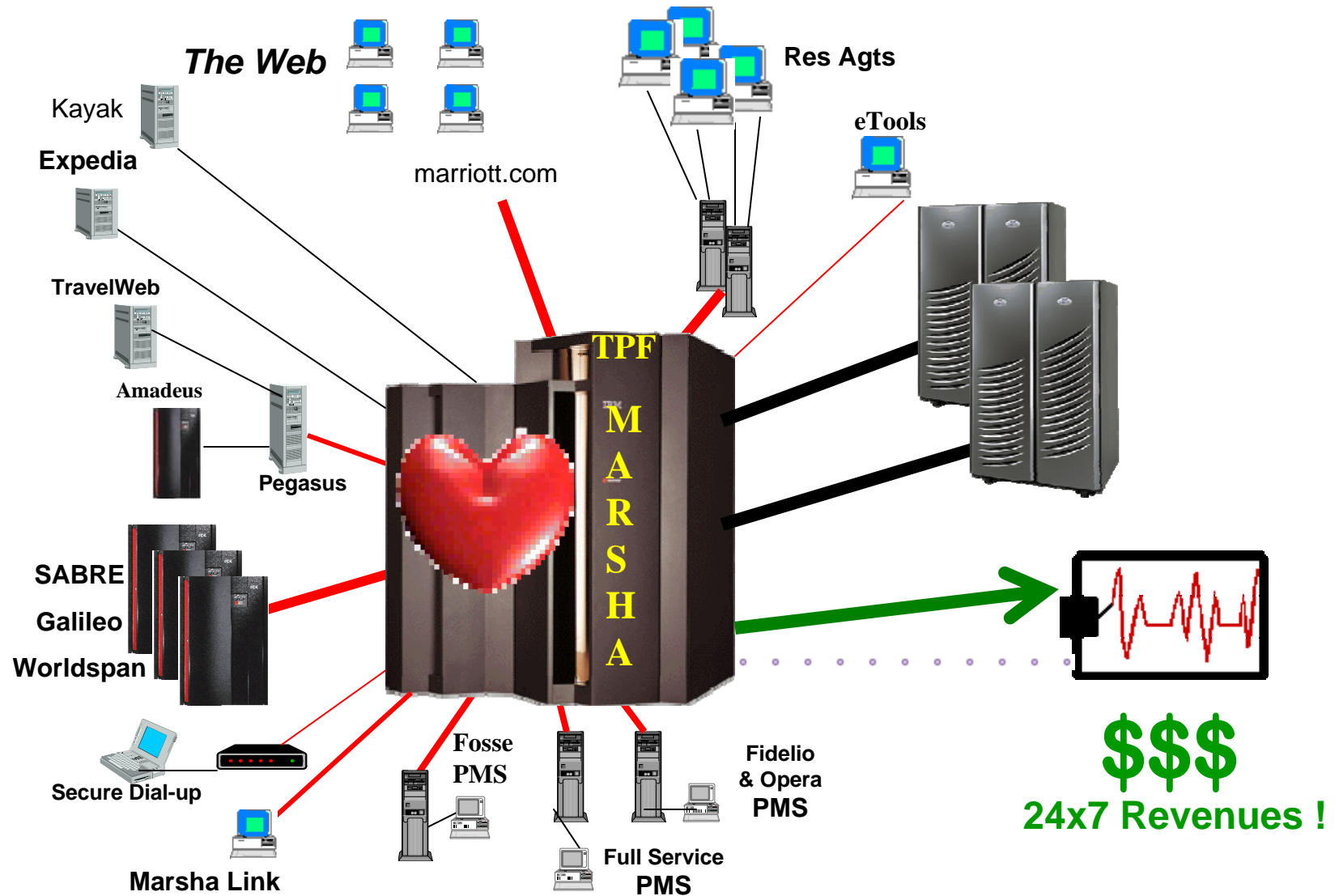
“Direct Connect” Project Goals

- Create Industry standard suite of Reservation “services” which can be re-used for many new B2B partners
- Deliver capability to quickly implement new B2B connections without excessive code development and long elapsed times

“Direct Connect ” Project Benefits

- ***Drastically reduce costs and time of implementing new connections with new or existing business partners***
- Simplify the standard APIs by moving the “customization” layer out of the mainframe
- ***Increase Revenue Generation potential by lowering the “cost of entry” to participate in direct connections with Marriott International***

Marriott International Worldwide Sales Supply Chain



Questions?

