

What will they think of next

**FUTURE
TRAVEL
EXPERIENCE**



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I am sure some of you remember Pieter Bouw ... ?



Amsterdam 1992: "we will **never** bypass our travel agencies"

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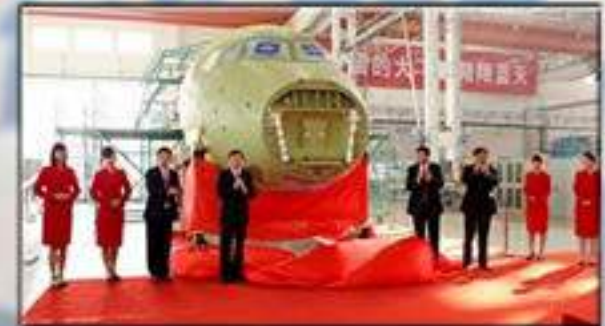
The image is a collage representing the airline industry's transition to digital travel. It includes:

- An **easyJet** airplane in flight against a blue sky.
- A **KLM** airplane with **AIR FRANCE KLM** and **SKYTEAM** branding, flying over **Place de la Concorde - Paris**.
- A portrait of a man in a suit and glasses, likely a key industry figure.
- A screenshot of the **KLM** website's flight booking interface, showing the title "Uw vluchten plannen & boeken" and various booking options.
- The **Capgemini** logo at the bottom right, indicating a consulting partnership.

What Clayton Christensen called “disruptive Technologies” ...



The screenshot shows the homepage of the Commercial Aircraft Corporation of China, Ltd. (COMAC). The header features the company logo and name in Chinese and English. Below the header is a navigation menu with links for Home, About Us, News, Our Products, Suppliers, Media Center, and Careers. A search bar is also present. The main content area includes a large image of a meeting, a 'NEWS' section with several articles, and a 'Products' section with images of the C919 and ARJ21 aircraft. There are also links for Shareholders, Member Organizations, and Joint Stock Companies.



World Customs Organization in Seoul (2008) en Seattle (2011)

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In 2011 I addressed a Boeing/Google airline conference

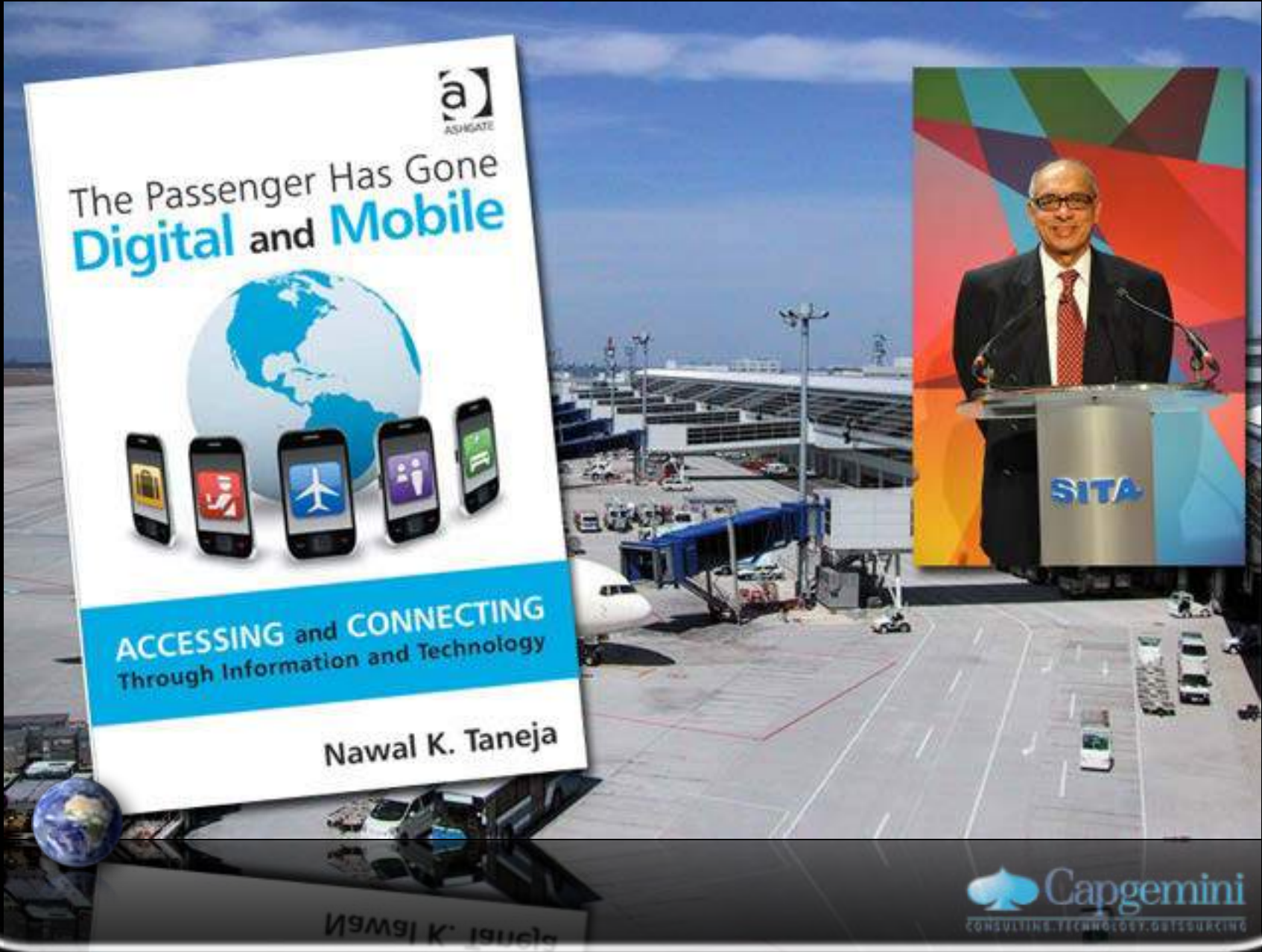
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Where Professor Nawal Taneja introduced his new book

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There **will be** disruption, but where will it come from ... ?

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All of these players cherish a vision for the future of YOUR industry

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Courtesy of Microsoft Corporation

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"By nature", your industry is prone to all kinds of disruptions



whether it be "acts of Gods" or man-made disasters....

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... with huge implications across all of your networks ...

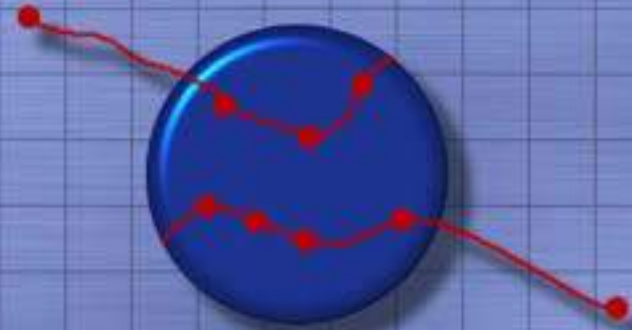
DEVELOPING STORY
AIRLINE TERROR PROBE

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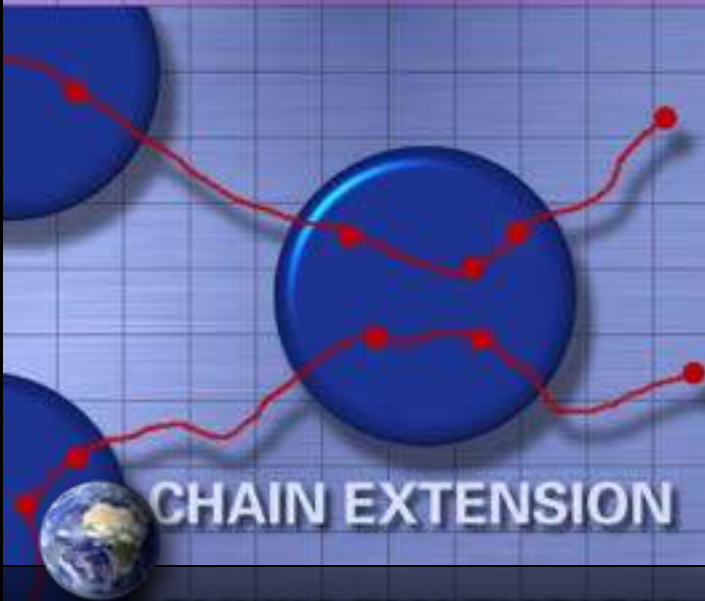
..as a result you are increasingly dependent on Value Networks



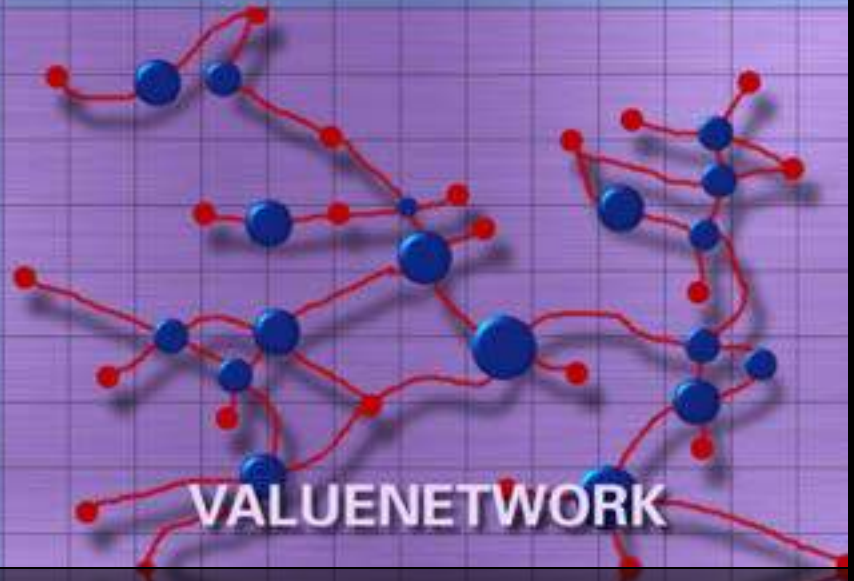
VALUECHAIN



CHAIN REVERSAL



CHAIN EXTENSION

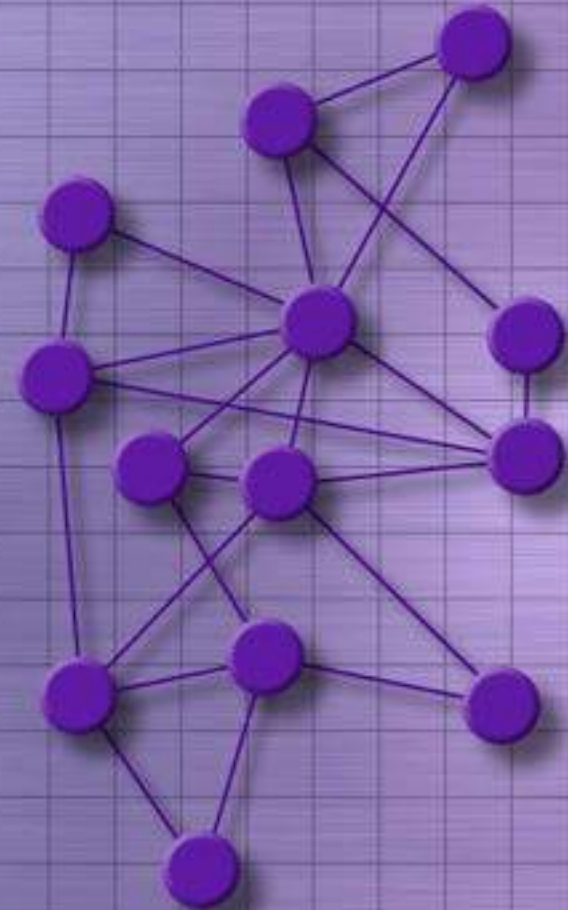
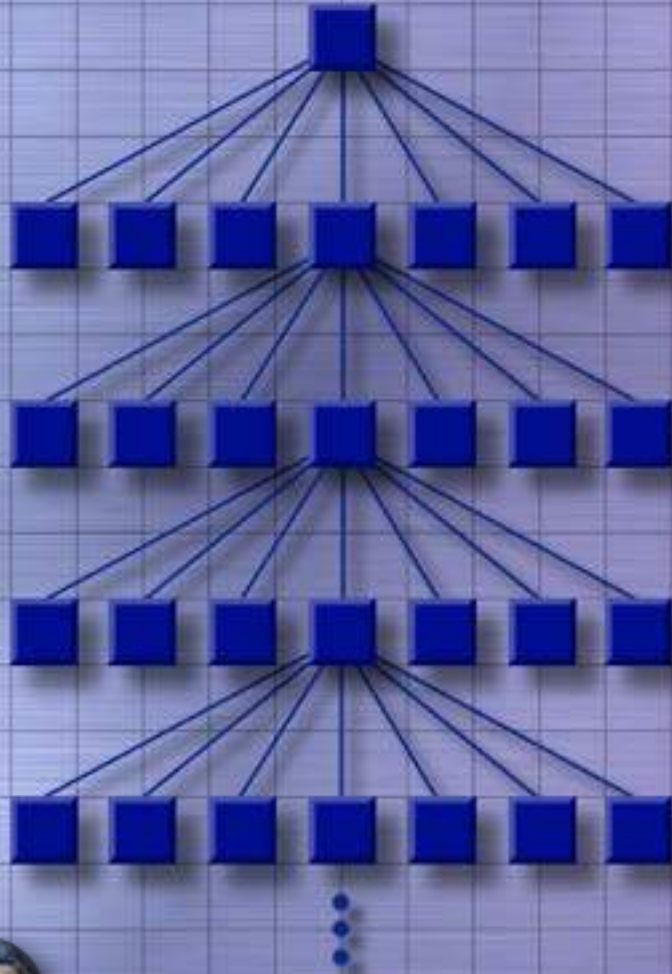


VALUENETWORK

CHAIN EXTENSION

VALUENETWORK

... because closed/hierarchical/top down reacts **too slow** ...



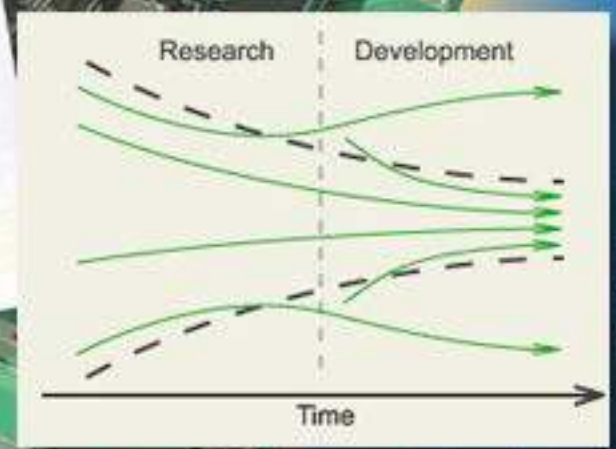
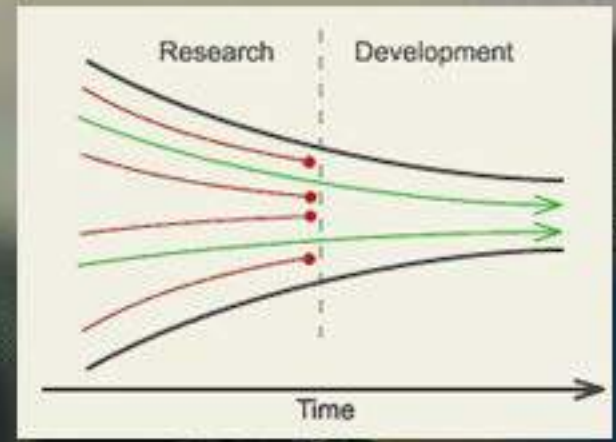
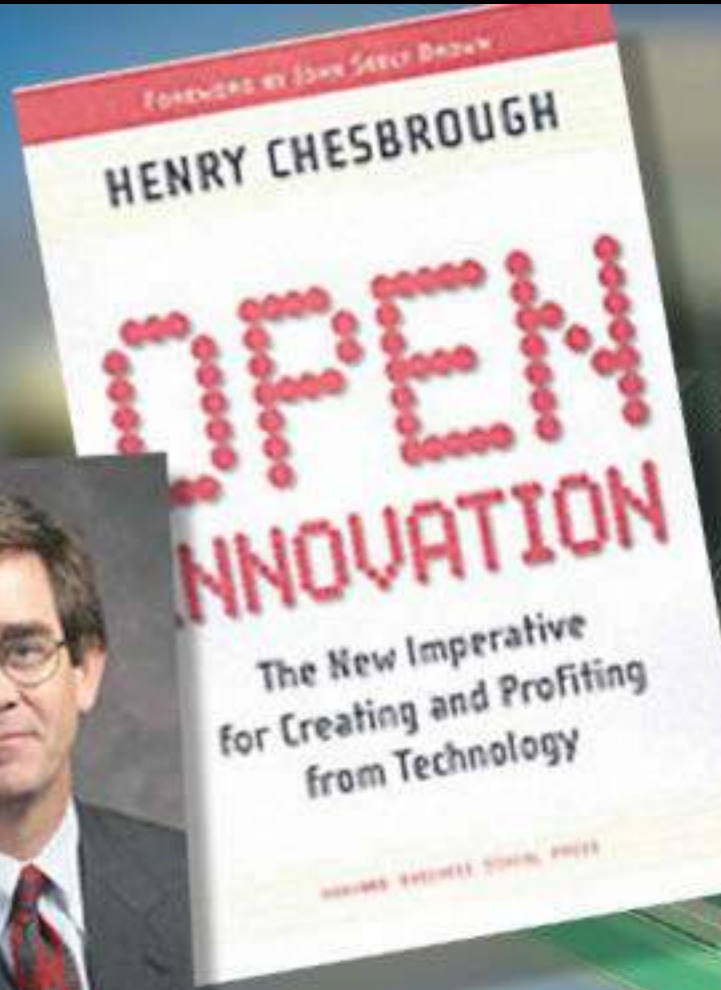
To create ultimate "Traveler Experiences", collaboration is paramount

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Across all industries there's increasing demand for Open Innovation ...



... to address "common issues" & protect "competitive interests"

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In the Retail World this Network is called "The Consumers Goods Forum"

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Unilever

**Dairy
Farm**



**gci
NETWORKS**

P&G

Procter & Gamble



Ahold



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Nestlé

Pick n Pay

Inspired by you

METRO Group

Carrefour



FUTURE VALUE CHAIN

Walmart

PHILIPS

Coca-Cola

2020



PHILIPS

Coca-Cola

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Amongst themselves they define Trends and Area's of "Common Interest"

FUTURE TRAVEL EXPERIENCE



Unilever

Dairy Farm



gci NETWORKS

P&G

Procter & Gamble



Ahold



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FUTURE VALUE CHAIN

Walmart

PHILIPS

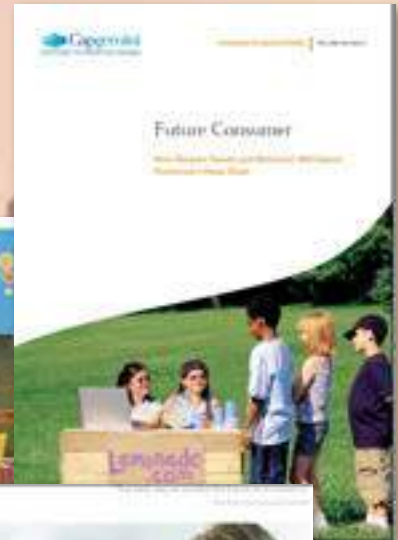
Coca-Cola

2020

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... and over the past 10 years Capgemini assisted them in doing that

FUTURE TRAVEL EXPERIENCE



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2016: A Vision of the Future Value Chain

- 80 Executive participants
- Two global workshops (Utrecht, NL & Chicago, USA)
- Follow-up:
 - 2016 Future Supply Chain
 - Information Sharing report
 - New Ways of Working Together

2018: Succeeding in a Volatile Market

- 130 Executive participants
- Global workshop (Utrecht, NL)
- Asian workshops:
 - Hong Kong (Asian region)
 - Mumbai (Indian market)
 - Tokyo (Japanese market)
- Follow-up:
 - Succeeding in a Volatile Market

2020: Building Strategies for the New Decade

- 200 Executive participants
- Global workshop (Chantilly, FR)
- Regional workshop
 - GS1 in Europe (Antwerp, BE)
- Country workshops:
 - Australia (Melbourne)
 - France (Paris)
 - Netherlands (Utrecht)
 - US (Chicago)
 - Mexico (Mexico City)



2020

Ecological trends will lead to a more sustainable industry



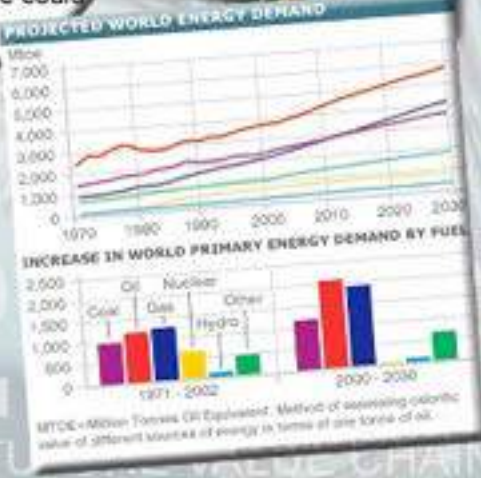
'If we don't act, the overall costs and risks of climate change will be equivalent to losing at least 5% of global GDP each year, now and forever. If a wider range of risks and impacts is taken into account, the estimates of damage could rise to 20% of GDP or more'

Last updated: Sunday, 29 October 2006, 10:22 GMT
Email this to a friend Printable version

Report's stark warning on climate

Analysis
By Robert Paxton
Business Editor, BBC News

The Stern Review says that climate change represents the greatest and widest-ranging market failure ever seen. And on the basis of this intellectually rigorous and thorough report, it is hard to disagree.





& translating them into very *practical interoperability initiatives*

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Leading into a portfolio of very *practical* and *business relevant initiatives*



which - over time - improve the industry as a whole

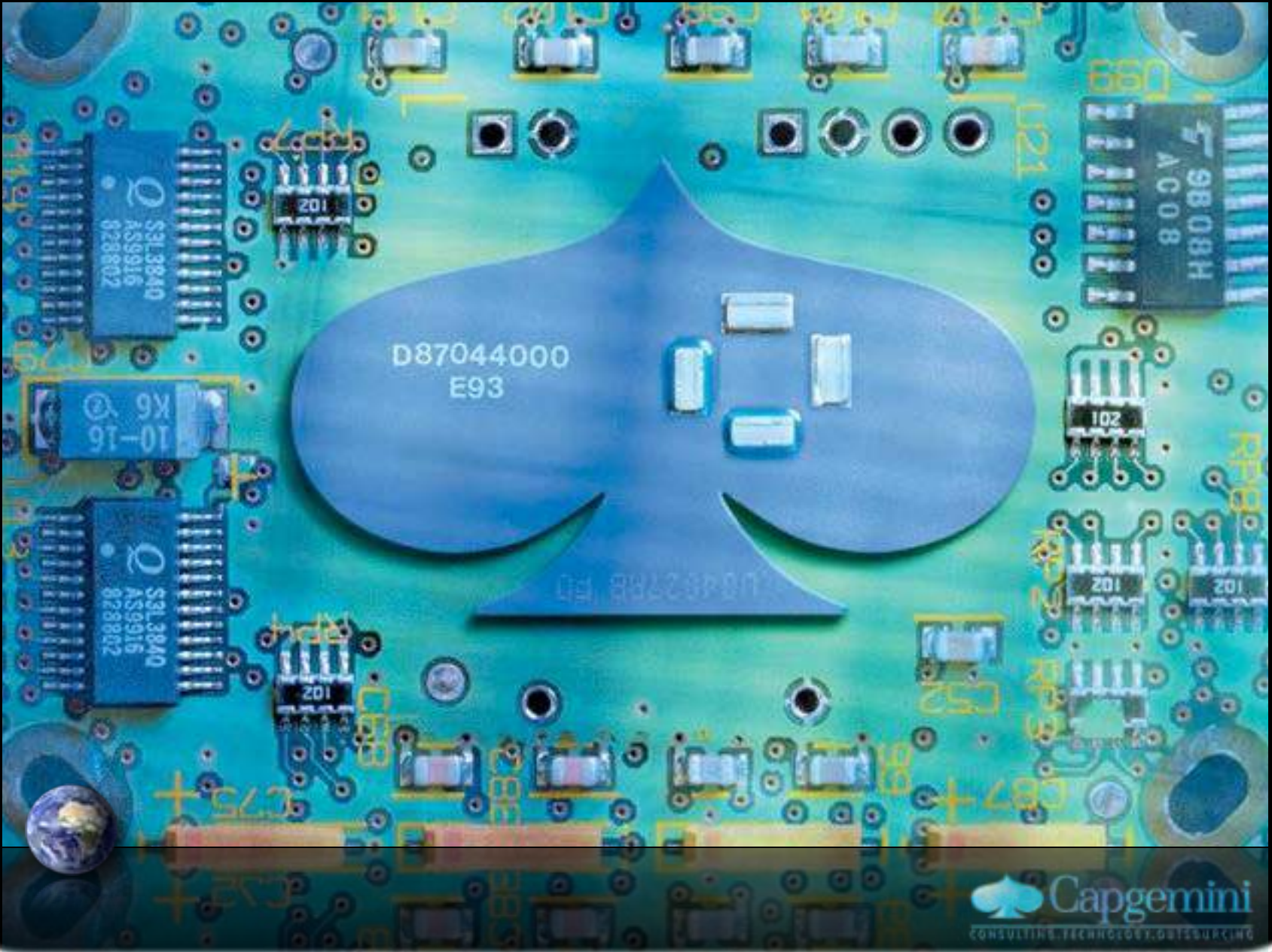


Might such an approach also work for FTE 's Think Tank ?



Allow me to say just a few words on Capgemini ...

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we're a top 5 Global Consulting, IT & Outsourcing firm ...

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The only "European" operating on all continents ...



North America
8,925

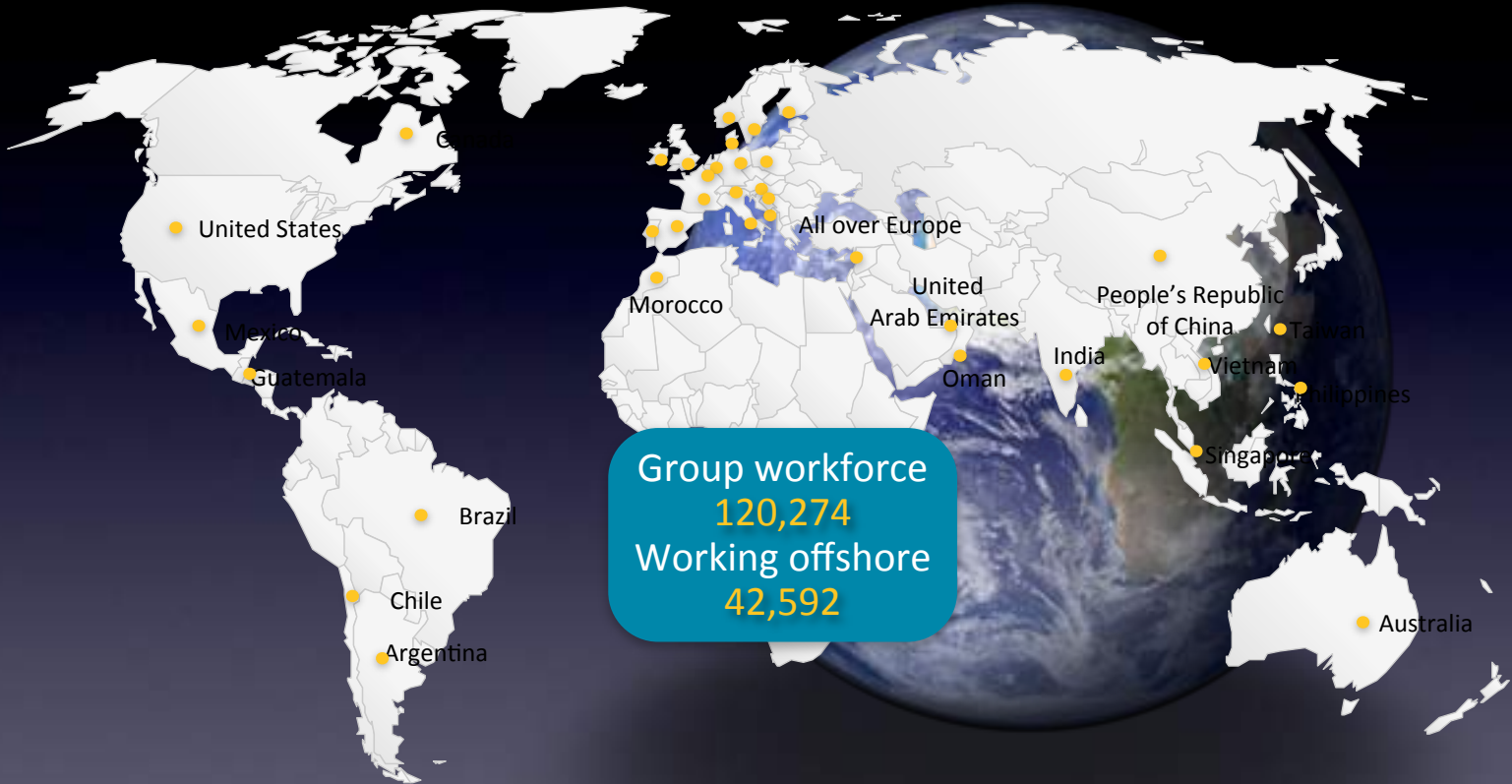
UK & Ireland
8,688

France
20,203

Benelux
10,452

Nordic Countries
4,279

Central & Eastern Europe
8,396



Latin America
8,703

Morocco
367

Iberia
4,752

Italy
1,762

India
34,565

Asia Pacific
3,182



... delivering to six well defined sectors ...

We offer specific solutions across **six sectors**
by combining our areas of expertise

**Telecom,
Media &
Entertainment**

Manufacturing

**Consumer Products,
Retail,
Distribution &
Transportation**

**Financial
Services**

**Public
Sector**

**Energy,
Utilities &
Chemicals**



So why does it work at the CG-Forum: 1 - Tangible C-level Ownership

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Global Business Network

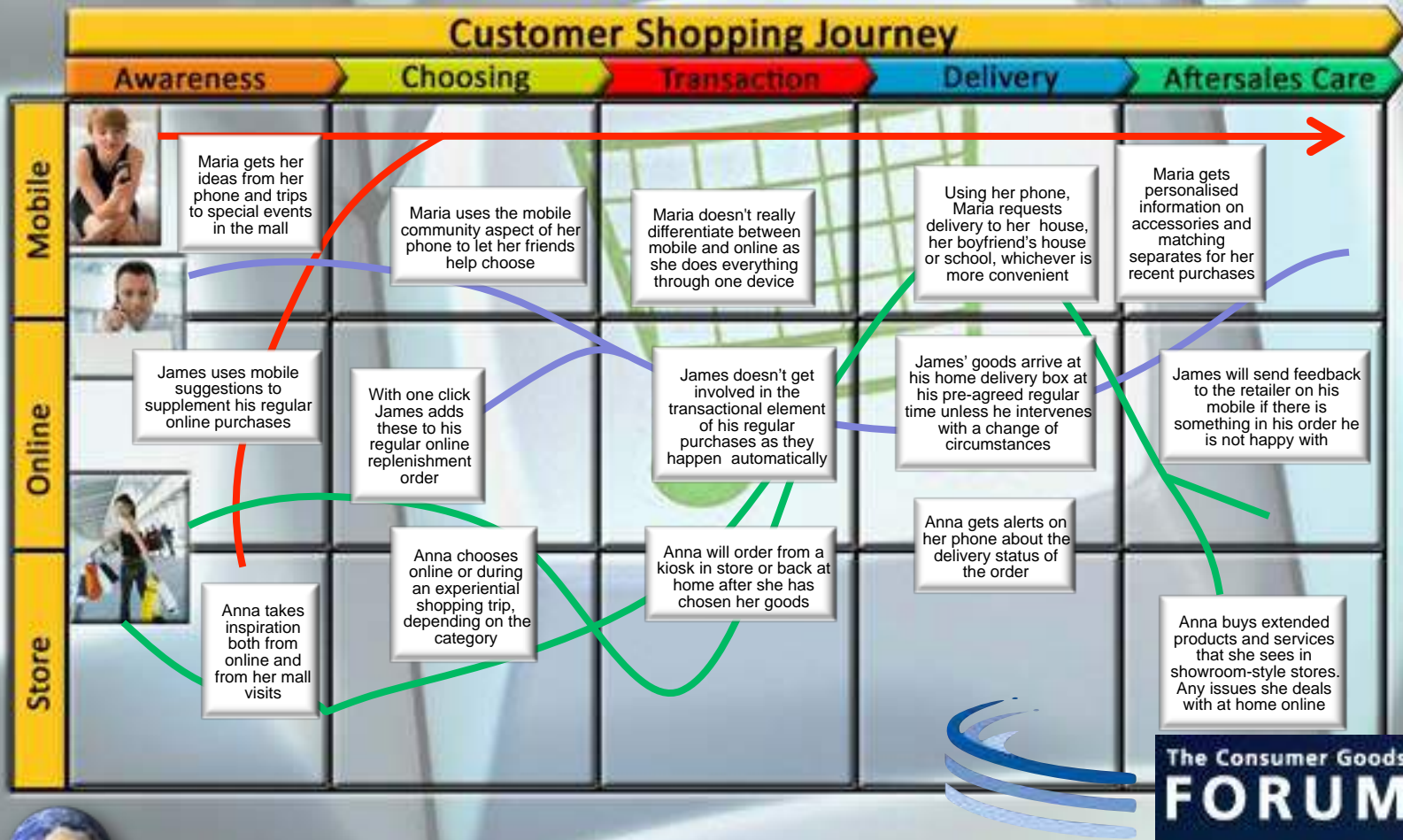
400 members, 70 countries, over 2,400 executives in CGF working groups

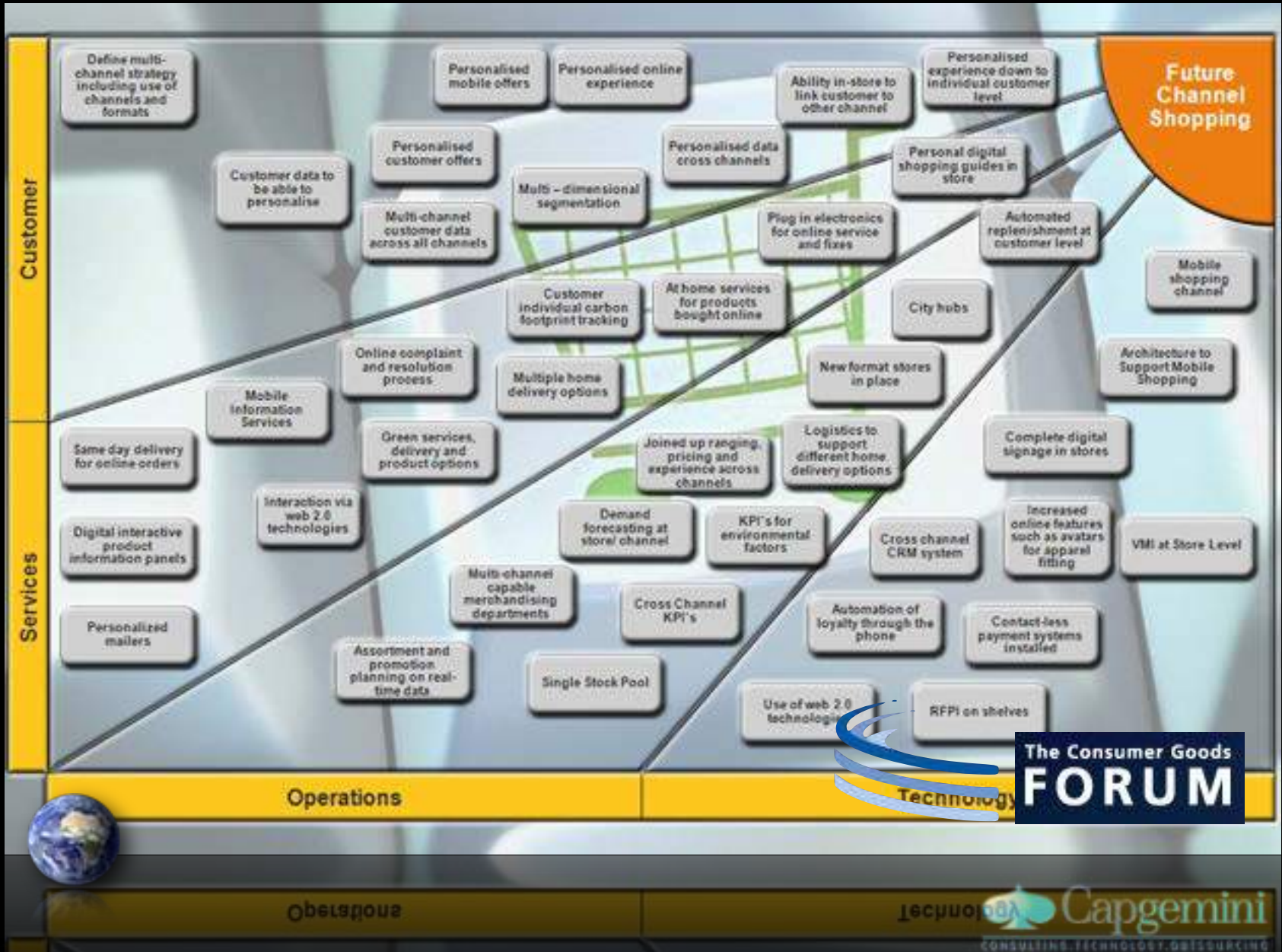
[SEE MORE »](#)



The Consumer Goods
FORUM

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My personal frustration with your industry: "Do you know who I am?"

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Possible FTE initiatives as suggested by your Think Tank



The FTE Think Tank's first "joint initiative": Straight Through Travel

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... using the available biometric data to reduce check-points



Here's an example of the payments industry

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We have extensive experience in this field, here in the UK ...



... as well as across the world

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So "What's Next" and "How could you Participate"?

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So what's next and how could you participate?

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**FUTURE
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So what's next and how could you participate?

**FUTURE
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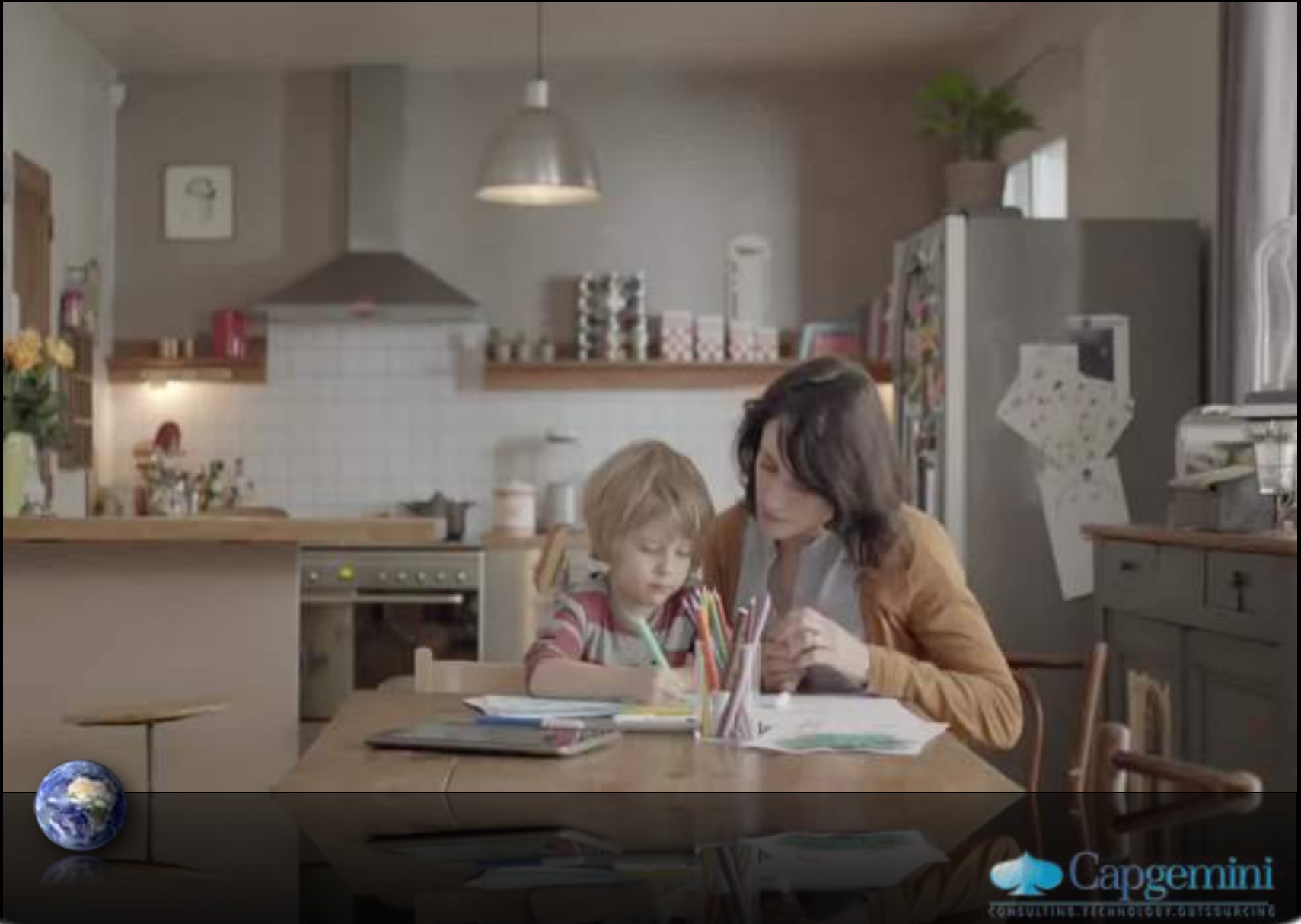
- **You will receive an explanatory e-mail from FTE inviting you to participate**
- **A local Capgemini consultant will visit you and your local DMU for an interview discussing 4 questions:**
 - 1. Is your company prepared to participate in this initiative and which Executive Level Representative will support it?**
 - 2. What are your specific inputs for the FTE Think Tank in the area of “Straight Through Travel”?**
 - 3. What other practical topics of “common Traveler Experience interest” should the FTE Think Tank address in the future?**
 - 4. Whom within your organization will take active responsibility for future FTE think Tank initiatives?**



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As Andrew Harrison put it: "there's more to Experience than Technology" ...

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Thank you indeed, for your attention & do let me know what you think

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twitter: @hvangrie



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Hans van Grieken is Vice President Business Innovation at Capgemini and part of the company's international innovation network. He spends **30% of his time** outside of his home country The Netherlands, delivering about **100 speeches on a yearly basis** at conferences and in Board Rooms worldwide. He covers about **26 different markets and sectors** in which technology driven innovation plays a key role, both in the private as well as in the public sector. The underlying idea being that in this connected age, **innovation is everywhere** and companies would do well to re-use existing innovations from other sectors/ industries instead of “re-inventing the wheel” themselves every time. Through this exposure to numerous global markets, trends & sectors, Hans is frequently consulted around the world for his ideas and insights on transferring Global Innovation Best Practices from one sector to the other.

Academic Affiliation

1. **Adjunct Professor** at Tias Nimbas International Business School on Global Innovation Sourcing (University of Tilburg in cooperation with Eindhoven University of Technology) – since 2011
2. **Executive Lecturer** at Nyenrode Business University – since 2009
3. **Visiting Lecturer** to the Executive Master program of the School of Executive Education at Delft University of Technology (Toptech) – since 2004
4. **Visiting Lecturer** to the Dutch School for Police Leadership – since 2004

Board Membership

Van Grieken is also a voting member of the Supervisory Board of Priva Holding, world market leader in computerized management of greenhouses, which CEO – Meiny Prins - was Dutch Business Woman of 2009

