



Delta Airlines

Delta Air Lines "Caches In" on the Benefits of Ignite's ObjectStore Solution



What started as a humble, little aerial crop dusting operation called Huff Daland Dusters in 1924 has now grown into one of the world's largest global airlines, helping more than 160 million travelers get to the places they want to go to each year.

Industry

Transportation

Problem

To build their new Crew ReRoute system (CRR), Delta needed a software solution that could handle incredible loads of data while quickly responding to inquiries.

Solution

Delta chose Ignite's ObjectStore Cache-Forward Architecture, which reduces load and query times and leads to a much faster turn around on analytics.

Results

- Reduces load and query times for fast turn-around analytics
- Provides faster response for users through cache data, leading to increased customer satisfaction.
- Offers cost savings from efficient rerouting, such as reduced fuel burn and flight times.
- Scales as Delta expands, offering a solution that will grow with the airline for another 15 years and beyond.

Giant in the Skies

Delta Air Lines serves more than 170 million customers each year. Top ranked for business travel and one of FORTUNE Magazine's top 50 Most Admired Companies, the airline offers service to 326 destinations in 59 countries and employs nearly 80,000 employees worldwide. Delta has invested billions of dollars in airport facilities, global products, services and technology to enhance the customer experience in the air and on the ground, and is constantly looking for ways to advance in every way.

Rerouting in Real Time

More than a decade ago, Delta uncovered a major opportunity for mission critical operational improvement. Primarily in the case of severe weather, but in any irregular operation, the task of rerouting crew members is daunting and requires significant amounts of data to be analyzed and acted upon. Delta realized that if they had a software solution that could handle an incredible load of data while also offering the ability to respond quickly to inquiries, they could make significant improvements, practically rerouting crew members in real time. They needed a database that would behave more like a cache and allow them to save objects and retrieve them quickly.



The Crew ReRoute Solution

After researching a number of software options, Delta quickly saw that there was only one "right answer." They needed many databases to work together, with quick caching and analysis across the board. Ignite's ObjectStore solutions was breaking new ground, building solutions that allowed clients to store C++ objects in a persistent manner across databases and retrieve them like regular objects. To build their new Crew ReRoute system (CRR), Delta chose Ignite's ObjectStore Cache-forward Architecture, which reduces load and query times and leads to a much faster turn around on analytics. Ignite's ObjectStore dynamic database not only met Delta's needs when they embarked on the project in 1999, but had the ability to scale considerably, which Delta knew could come in handy in the future.

High Flying Benefits, Today and Beyond

Delta started using Ignite's ObjectStore solution 15+ years ago and immediately started realizing the benefits that come with quicker rerouting of crew members due to unforeseen weather, mechanical and other challenges. Using Ignite's ObjectStore cache forward architecture at its core, Delta's Crew ReRoute system:

- Improves Delta's Completion Factor – a top industry metric where they are known for leading the pack.
- Reduces load and query times for fast turn-around analytics, leading to competitive advantage against other airlines during unforeseen setbacks.
- Provides faster response for users through cache data, leading to increased customer satisfaction.
- Offers cost savings from efficient rerouting, such as reduced fuel burn and flight times.
- Scales as Delta scales, offering a solution that will grow with the growing, successful airline for another 15 years and beyond.

About Ignite

Founded in 2000, Ignite is a privately-held company that was reinvented in 2013 on the heels of an ownership and senior management change. Ignite's mission from that point forward has been to develop and deliver an expanding set of unique business applications that help organizations perform better by enhancing the capabilities and impact of their workforce.

Ignite operates with focus on a simple, lead objective – 100% Customer Success – which ensures success is measured through the achievements of customers.

Ignite is headquartered in Austin, Texas. For more information on Ignite's solutions, visit www.ignitetechnologies.com



"With ObjectStore at the core of our mission critical reroute application for more than a decade, Delta is leading the skies in efficient rerouting and all of the benefits that come from it."

– Darrell Haskin
Director, Information Technology
Delta Airlines

