

# Striim Solutions for Travel, Transportation, and Logistics

Striim’s unified data integration and data streaming platform connects clouds, data, and applications with unprecedented speed and simplicity to deliver the right data at the right time.

The travel, transportation, and logistics industry faces numerous challenges, including the need to optimize operations, enhance customer experiences, and manage complex supply chains in a rapidly evolving landscape. Striim, a unified data integration and streaming platform, addresses these challenges by providing real-time access to critical data from various sources, such as inventory management, fleet tracking, and customer interactions.

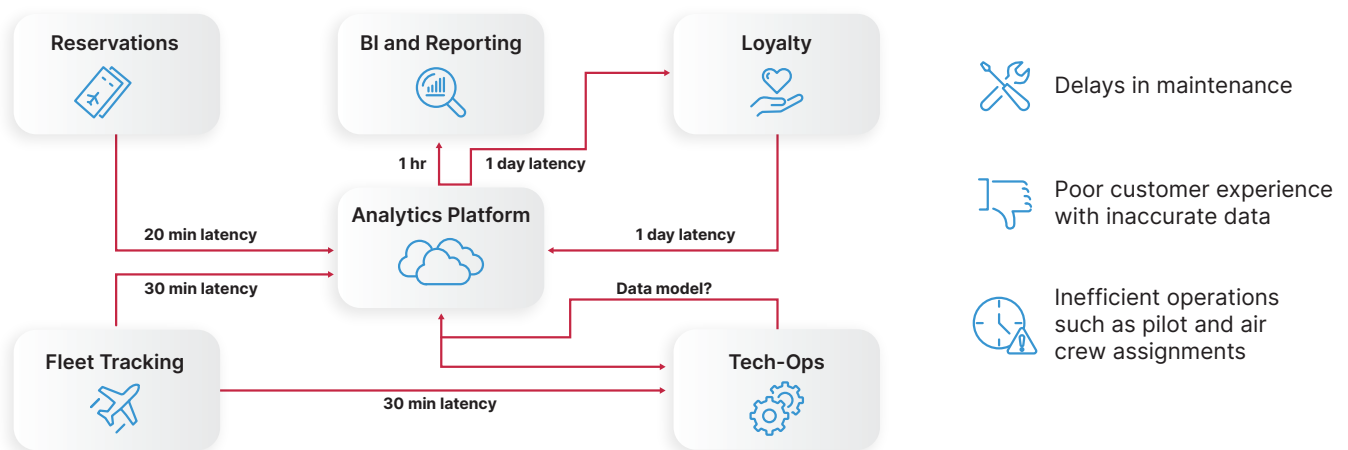
Leveraging Striim’s advanced capabilities, travel, transportation, and logistics companies can make data-driven decisions, streamline processes, and improve overall efficiency. Striim is a catalyst for transforming the travel, transportation, and logistics industry, driving growth, and ensuring success in the digital era.

*“Striim gives us everything we need out of the box, and the learning curve for our engineers and DBAs was not at all steep. We were able to get started in a matter of hours, and once set up, the process was pretty much hands-off with Striim – it was a case of monitoring rather than baby-sitting the solution.”*

**Tariq Suleman**  
 AVP TechOps, Blume Global



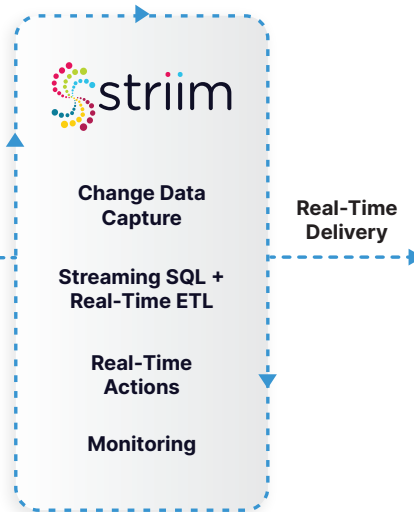
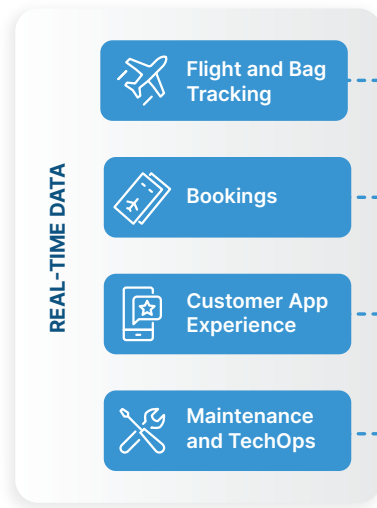
## Siloed Data Negatively Impacts Operations



This graphic is for illustrative purposes only. Actual time delays and dependencies may vary.

# Innovation With Real-Time Data

## Operational Data



## Data Products

### DATA-DRIVEN CUSTOMER EXPERIENCE

- Real-time travel updates
- Real-time baggage info
- Booking based on real-time availability

### Microsoft Azure



### REAL-TIME BACKEND OPERATIONS

- Predictive maintenance
- Operational efficiency
- Crew assignment optimization

## How Striim with Microsoft Azure Supports Travel, Transportation, and Logistics Use Cases

Travel and transportation companies can use Striim to leverage the benefits of real-time data analysis and maximize Microsoft Azure technologies to solve a variety of use cases such as:

### USE CASE 1: REAL-TIME FLIGHT OPERATIONS OPTIMIZATION

**Challenge:** Inefficient flight operations leading to delays, cancellations, and increased costs.

**Solution:** Striim integrates data from disparate systems and IoT devices, enabling real-time monitoring of flight operations and providing airlines with insights to optimize routes, reduce delays, and enhance communication with passengers. Azure can use AI and machine learning to combine existing internal sales data with external data to optimize inventory, increase forecasting accuracy, reduce costs, and enhance customer service levels.

**Business Value:** And Databricks provides real-time insight into operational performance so you can improve quality, on-time delivery and lead times.

### USE CASE 2: PERSONALIZED CUSTOMER ENGAGEMENT

**Challenge:** Inability to deliver personalized experiences due to lack of real-time data from customer app activity.

**Solution:** Striim collects and analyzes real-time customer data from databases and applications, allowing airlines to tailor offers, promotions, and communication based on individual preferences and travel history. And

build stronger relationships with the customer base by using Azure to deliver better experiences across marketing, sales, and service channels.

**Business Value:** Enhanced customer loyalty, increased revenue from personalized offers, and improved customer satisfaction.

### USE CASE 3: ROUTE OPTIMIZATION AND FUEL EFFICIENCY

**Challenge:** Rising cost of fossil fuels and the pressure from stakeholders to reduce fuel consumption.

**Solution:** Striim integrates data from mission-critical databases, enabling companies to implement operational changes that require real-time data, such as route optimization, to minimize fuel consumption. Where Azure can help improve service resilience and profitability with intelligent supply chain planning and execution.

**Business Value:** Reduction in fuel costs, improvements in route optimization, and fleet management.

Learn more: [www.striim.com/microsoft](http://www.striim.com/microsoft)  
Try for yourself: [go2.striim.com/trial-azure](http://go2.striim.com/trial-azure)



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