



Computerworld's Business Intelligence Perspectives Names ARC a Top Honoree for the "Best Practices In Business Intelligence" Award

Arlington, VA, Oct. 20, 2009 – ARC has been named a top honoree of the "Best Practices in Business Intelligence" awards program at Computerworld's Business Intelligence Perspectives, the premier conference for leaders in the business intelligence and IT management sector.

Business Intelligence Perspectives conference's annual awards program, Best Practices in Business Intelligence, identifies and acknowledges excellence among companies in the following areas:

- Creating an Agile BI Infrastructure
- Driving Process Management with BI
- Expediting Information Delivery, Retrieval, Reporting and Analysis
- Innovation and Promise in Business Intelligence

ARC was named the top honoree amongst five finalists in the category of "Expediting Information Delivery, Retrieval, Reporting and Analysis" for its innovative and technological benchmark practices in airline ticketing fraud prevention.

Honorees were announced Sept. 16 during a special awards ceremony at Business Intelligence Perspectives, held Sept. 15-16 at the Westin Chicago River North, Chicago, IL

A wide range of IT end-user companies and organizations responded to an initial "call for nominations," which was originally announced to multiple industry audiences, including Computerworld subscribers responsible for business intelligence management. Finalists were evaluated by a panel of judges based on case study submissions that profiled the company, its IT department and infrastructure project management challenges, as well as application deployment details, summaries of the key technology used and measurable solution outcomes.

"Today's competitive economy demands that IT enterprises effectively and efficiently implement successful business intelligence strategies. The organizations we've selected have demonstrated the ability to devise and implement solutions that ensure the most efficient IT infrastructure and advancing the larger goals of the organization," said Ellen Dally, senior vice president events, IDG Enterprise.

ARC detects fraudulent ticketing within hours utilizing their unique position within the travel industry to detect and prevent fraud perpetrated against airlines and travel agents by monitoring the financial transactions originating from across 17,000+ travel agency locations. Fulfilling the goal of curtailing fraud involves multiple approaches, including predictive modeling of real-time data, continual monitoring of

ticketing anomalies, and scrubbing data for known fraudulent schemes. ARC is able to provide immediate information to their stakeholders for proactive and reactive measures against these schemes while creating and promoting best practices for the industry.

By combining technology and advanced analytical techniques, ARC reduces risk exposure by detecting harmful events before they affect business or the industry as a whole with the consistent application of mathematical models created to more accurately score transactions. By identification of abnormalities – the outliers – showing when sudden, dramatic changes in activity, dollar amounts, or frequency occur, they are often able to catch the fraudsters ‘in the act’.

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About ARC

ARC is the premier provider of financial settlement solutions and data and analytical services for the travel industry. Airlines, travel agencies, corporate travel departments, railroads, and other travel suppliers process up to \$80 billion annually through ARC’s world-class settlement system, making it the financial backbone of travel distribution. ARC COMPASS®, the leading, trusted source for travel transaction information, powers data and analytical tools that help ARC customers make confident business decisions. ARC is an airline-owned company that builds on values of integrity, teamwork, innovation, cost-effectiveness, and excellence. For more information, please visit www.arccorp.com

About Computerworld

For 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld’s award-winning Web site (Computerworld.com), weekly publication, focused conference series and custom research form the hub of the world’s largest global IT media network.

Computerworld’s Web site and print publication have won more than 100 awards in the past five years alone. Computerworld leads the industry with an online audience of over 2 million unique monthly visitors and a print audience of more than 1.2 million readers each week.

Computerworld’s conferences, with their focus on technologies and solutions, provide a rare opportunity for attendees to gain insight into the way user companies execute their strategies in the enterprise. Whether it’s the prestigious Computerworld Honors Program, Computerworld’s exclusive Premier 100 IT Leaders Conference or vertical industry events such as SNW, Business Intelligence Perspectives, or SaaScon, Computerworld’s conferences provide the best environment for idea exchange among IT executives and IT solutions providers.