

RECALLING THE TRUTH WITH DYNAMIC WEB PRESERVATION



ABOUT UNITED AIRLINES



FOUNDED: 1926

KEY FACTS: United Airlines boasts an award-winning loyalty program -- successful, in part, due to the stellar online experience that supports the initiative.

- Hanzo captures dynamic web pages for United Airlines.
- Preserved web content is referenced to confirm loyalty program information, and more.
- Web content is collected on a consistent frequency, preserved for review, and made available for export in .warc and PDF format.

LOOKING FOR TRUTH IN THE DYNAMIC WEB

The United Airlines website is of the new breed of web content where data exists beneath dropdowns, within fly-outs, and across variations.

Various teams were required to interrogate previous versions of the website to inform critical conversations that often arose from “What did the website claim on X day?” Because policy and procedure pages are highly dynamic, United Airlines needed to collect and preserve content in a way that allowed them to interact with the preserved site as a customer would.

PRESERVING THE TRUTH WITH HANZO

Hanzo enables the United Airlines team with the capabilities to collect, preserve, search, and share immutable dynamic web archives.

Dynamic web pages are crawled and collected on a predetermined schedule to ensure a consistent and predictable archiving frequency, then preserved in immutable .warc format.

To support rapid review, collections are made available for search in the dynamic review portal where United Airlines can quickly identify target content through time, format, or keyword based search. All preserved content is portable with simple export options in .warc, or PDF format.



“With Hanzo, United Airlines’ teams can confidently preserve and review the appearance and contents of our website as they were on any given day.”

SARA HETLAND

Senior Manager, Editorial and Brand
United Airlines