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itravel
HOSPITALITY

Ultimate Access

Fully Integrated, Intelligent Hospitality Solutions

IBS Hospitality Solutions

Over

20
years

of experience in hospitality industry distribution and related solutions.

The largest fully-integrated distribution platform of



travel providers and distribution partners.

Preferred Partner Program



A win-win success-based model

180
+

Global Partners connected

Over

28 
Billion

unique property displays or shopping events annually

20 
Million

room-nights sold annually

Full, flexible integration with



native reservation and revenue management systems

Scalable Cloud Ready, SaaS, 4.5K TPS



with sub-second responses world-wide

Over 18 years, **IBS Software** has been the global strategic partner for leading hotels, resorts, destination activity suppliers, tour operators and OTAs. **iTravel Hospitality** – IBS' fully integrated and intelligent hospitality solution – has helped transform hospitality businesses around the world.



Hospitality industry today

The hospitality industry is transforming at a record pace. Advances in **technology**, the **mobile revolution** and an evolving **social media** landscape have added successive layers of complexity to the marketing and distribution of hospitality services. Today's **always-on and demanding traveler** is empowered with more information and options than ever before. This is pushing hotels to provide an **enhanced travel experience** by **engaging the traveler** at the right moment with the most relevant content through the right channels and devices.

With **online distribution channels** becoming more accessible, hotels are under constant pressure of assessing and leveraging new and emerging distribution opportunities. As users today seek exclusive and authentic travel experiences, hotels are looking for more innovative alternatives to make a difference in a highly competitive industry. Along with the perennial challenge of supply and demand, the industry has to compete and adapt to **new business models** that are changing the very idea of lodging. Hotels must ensure that property information, inventory and rates are well represented on all current and **emerging distribution channels** so as to drive efficient hotel bookings across the globe, across all devices. This will mean easy and complete access via the distribution platforms and devices travelers value most.





The **iTravel Hospitality** product suite is an intelligent, flexible, automated sales and distribution platform that brings together travel suppliers, distribution partners, and users as part of a thriving ecosystem. This real-time comprehensive platform can support the most complex merchandising strategies, giving travel buyers the ability to shop, price, book and pay for their lodging across the globe, on virtually all devices.



Seamless Distribution

Hotels, Resorts and Destination Activities

For **Hospitality Suppliers** such as hotels and resorts, the Demand Gateway seamlessly connects their Property Management System (PMS) or Central Reservation System (CRS), along with Revenue Management System (RMS) in real-time. A single connection reaches multiple distribution partners, broadening the supplier's product distribution and making the properties immediately available to a global audience.

By providing connectivity to **destination activities**, the Demand Gateway enables OTAs, and wholesalers, along with hotels and resorts, to merchandise and sell either independently or bundle and package multiple products and generate a seamless, integrated travel experience for the consumer.





With a direct integrated connection to the **Demand Gateway**, distribution partners get real-time access to the broadest range of products, thereby giving them the flexibility to bundle and package their offerings.



Seamless
Real-time Access

OTA, Receptive Operators, Wholesalers

OTAs, Receptive Operators, and Wholesalers utilize an “integrated direct connection” to the Demand Gateway. The Demand Gateway acts as an aggregation platform providing seamless **real-time** information on hotel and room descriptions, rates, inventory, ancillary products and destination activities from multiple suppliers.

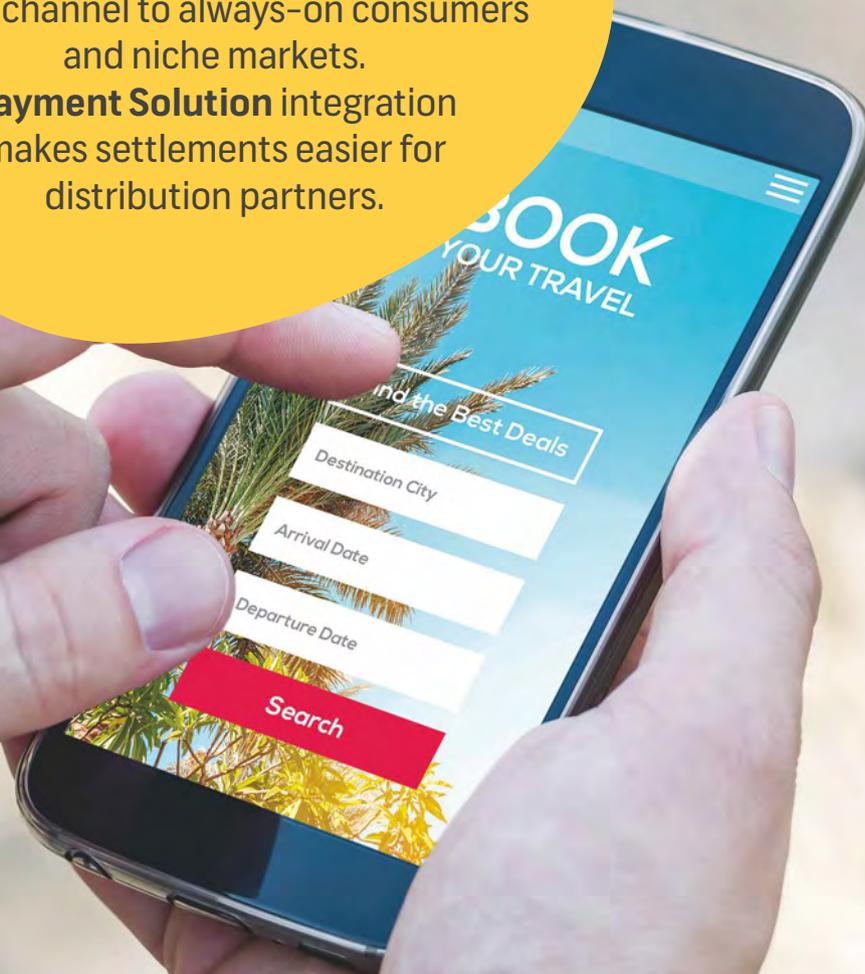
Metasearch Engines and Social Search Engines

Savvy travelers typically check multiple travel sites to make sure they get the best price for their lodging. Metasearch sites give the traveler an option to reduce the information overload by **aggregating search results** from multiple web sites. Through strategic partnerships with leading metasearch sites, the Demand Gateway platform provides hotels and resorts with an opportunity to drive more traffic and bookings to their property web site.



The **Internet Booking Engine** and **Private Label Portal** open up a direct channel to always-on consumers and niche markets.

Payment Solution integration makes settlements easier for distribution partners.





Expand reach into
new markets

Internet Booking Engine for Mobile and Web consumers

The Internet Booking Engine is an extremely fast, robust & scalable solution that enables efficient **direct consumer sales** for any hotel group integrated with the Demand Gateway. The booking engine runs on top of the powerful and resilient Demand Gateway platform and therefore can be integrated with multiple properties. All rates, inventory & distribution are managed through the Demand Gateway.

Private Label Portal

The Private Label Portal (PLP) equips hotels and suppliers with a branded portal that tour operators, affinity clubs, corporate users & others can directly connect with in order to shop their preferred rates and book in real time. This portal is designed to help travel suppliers automate the contracting process with **niche distribution channels** across the world.

Payments Solution integration for Distribution Partners

As the hospitality industry seeks cost-saving measures, many are turning to virtual payments as a way to increase efficiencies. IBS has partnered with WEX Virtual Travel Payment Solutions to help simplify payments to suppliers. With this solution, distribution partners can save time, increase efficiency, and gain access to global payments. By adopting this virtual solution, travel industry professionals can overcome the challenges generated by settlement procedures, pre-authorizations, and charge backs.





About IBS

IBS is a leading global provider of new generation IT solutions to the Travel, Transportation and Logistics industries. A specialist in the domain, IBS offers a range of products and services that manage mission critical operations of airlines, airports, cruise lines, tour operators, hospitality providers and oil & gas companies that help them maximize efficiency, improve revenue, manage growth, increase safety and reduce costs.

IBS operates from offices in the Americas, Europe, Japan, India, Australia and the Middle East.



Transformational IT Solutions for Travel, Transportation and Logistics

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