



ibsoftware

Real-time Access

demand gateway

The Demand Gateway is the most advanced **multi-channel inventory aggregation platform** serving the demand side of the global travel market. For travel buyers such as tour operators, OTAs, wholesalers and airlines, this next-generation connectivity framework serves as the single source for an exhaustive supply of hotel rooms and destination activities, from a vast array of accommodation and ancillary suppliers.

The platform is **cloud-based** and it allows you to electronically aggregate content, availability and pricing as well as process confirmed orders in **real-time**. With its architecture, the Demand Gateway can access supply from diverse business models. Its **seamless direct control** feature not only reduces your costs but also substantially increases booking volumes & revenue. It helps you secure and connect the suppliers suited to your strategy. Its real-time inventory sharing ability enables you to get the right inventory at the right price from the right supplier at the right time. Experience state-of-the-art inventory aggregation and unlock your true revenue potential.

Features

- All content and supply accessed via XML feed
- Aggregation of direct rates
- Compatible with any software platform
- Shared, real-time inventory
- Free license; one-time fee for testing
- Scalable, high-performing, high-volume
- Unique reservation number from PMS/CRS

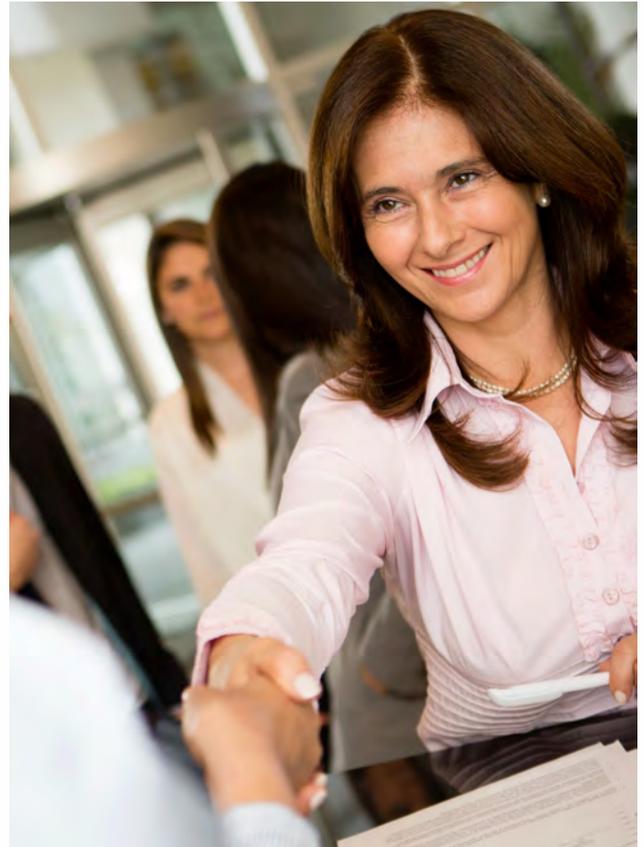
Benefits

- 👍 Dynamic response to demand
- 👍 Seamless performance
- 👍 Access to extensive products from a large ecosystem of suppliers
- 👍 Broad array of room rates
- 👍 Flexibility in connectivity – push, pull or hybrid
- 👍 Faster speed to market due to reduction of errors
- 👍 Better management of promotions, flash sales offered by suppliers
- 👍 Less manual overhead

Ancillary Products

The Demand Gateway also provides access to an array of ancillary products, enabling you to cross-sell and package your hotel supply with destination activities, driving more targeted revenue opportunities with higher conversion and higher margins.

- **Configuration** – Provides flexibility to categorize services & control by dates – inventory & prices for services such as Early Check-in, Late Check-out, Fruit basket, Airport transfers etc.
- **Customer packaging** – Provides defined offers and packages for specific online channels – Mobile, Social Media, Email Marketing/ Groups with customized pass keys
- **Offers management:** Categorizes offers and room types for precision merchandising. Limits display of room type availability at the offer level to pinpoint target buyers
- **Promotions:** Supports various types of promotions / discounts such as percentage discounts, flat discounts, free nights etc.
- **Customization:** Customizes up-sell & cross-sell opportunities for select offers and room types
- **Loyalty program management:** Configures partner programs & loyalty programs at the property level



Virtual Payments

Extract more value from the IBS Demand Gateway network of suppliers by leveraging its integrated automated payment processing and reconciliation features. With our built in virtual payments solution, you can enjoy the benefits of real-time supply and booking access, combined with automated payment processing – all as a bundled service. In partnership with a leading B2B virtual payment experts such as WEX, we offer our partners:

- Integrated virtual card technology
- Automated hotel payment processing
- One-to-one reconciliation
- 20+ currency payment options



Transformational IT Solutions for Travel, Transportation and Logistics

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