







ibsoftware

Next-gen Cruise Reservation System

itravel
CRUISE

-  Customer Centric
-  Business Context Driven
-  Unconstrained Access to Digital Content
-  High Productivity Enablers
-  Future-proof

Changes in customer behavior and technology are driving fundamental changes in the structure and business model of travel distribution in the future. The cruise lines that will thrive in the future will be more customer focused, nimble, flexible and intelligent. This requires smarter technology.

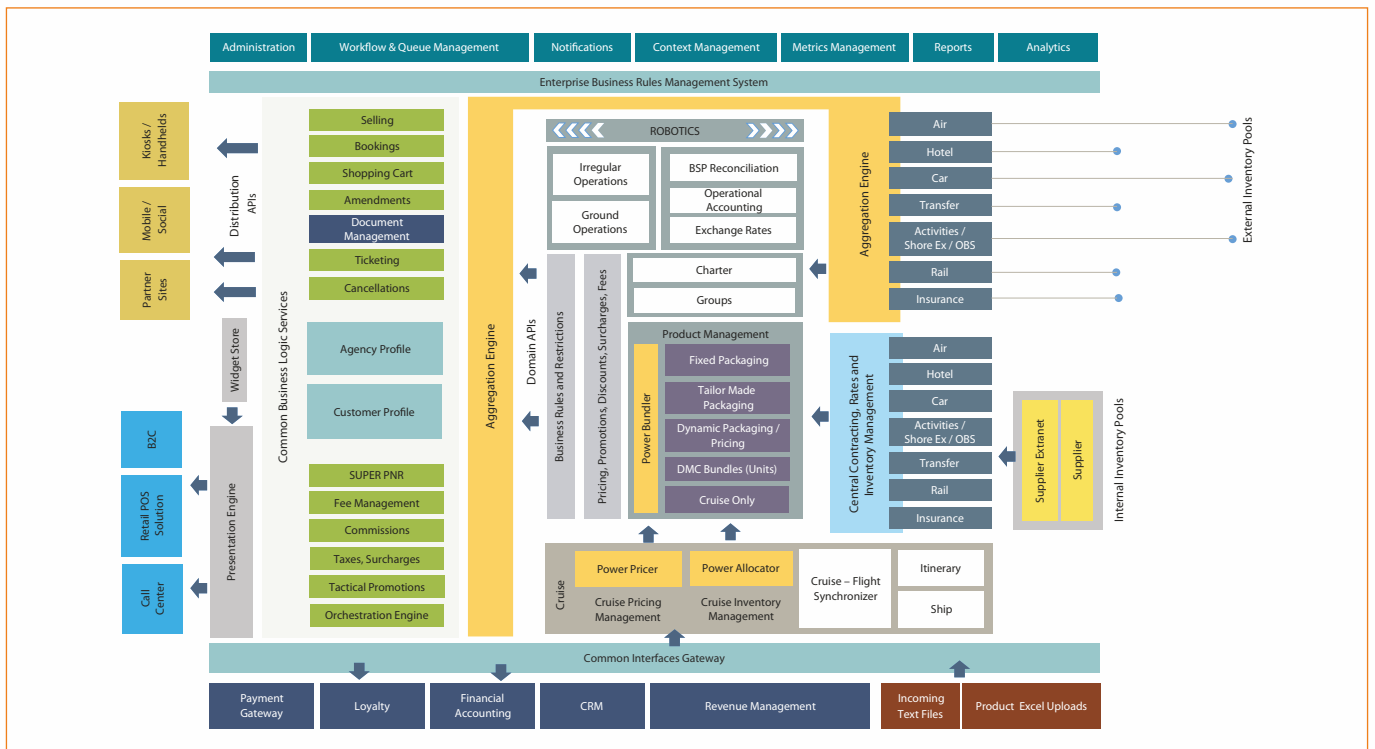
iTravel Cruise is the next-generation reservation system designed to address the emerging and future needs of the cruise industry. iTravel Cruise provides a comprehensive set of solutions that enables end-to-end processes (planning, product management, packaging, selling, fulfilment and decision support) of a cruise line.

The vision of iTravel Cruise is to “Redefine Travel Business” and we achieve this by taking a fresh look at how industry packages and delivers its services to consumers.

The most definitive cruise reservation system is getting ready to sail. Come join us in this transformational journey to future-proof your business.

Functional Blueprint

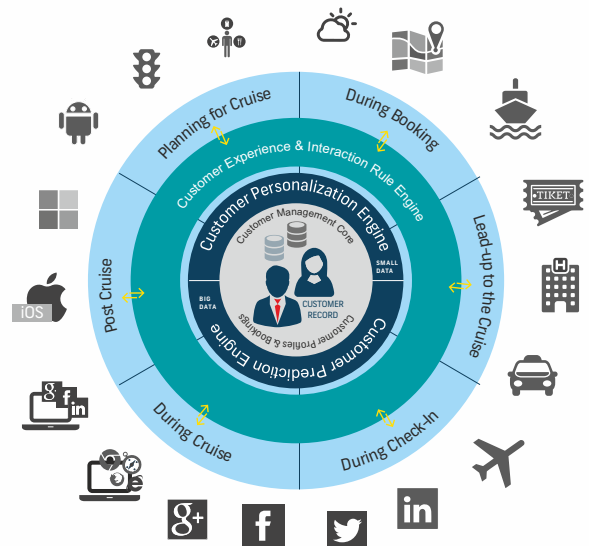
A cruise line of the future requires several market driving capabilities, all enabled by technology to be successful. iTravel Cruise is fundamentally designed to provide these capabilities to a cruise line, enabling it to refine how it produces and services its customer's needs.



Unique Aspects

Customer Centricity

iTravel Cruise has customer centricity as its core philosophy and facilitates a cruise company to engage with its customers uniquely across the travel life cycle. Detailed customer profiles can be stored in iTravel Cruise customer management module or obtained from an external CRM.



iTravel Cruise comes with a business rules engine that changes system behavior based on the customer context. Price, Channel, Product Recommendations and Service can be customized at a persona level or at a passenger level. This enables a cruise line to improve booking conversions and drive customer loyalty.

Business Context Driven

In a dynamic business environment, it is imperative that cruise reservation systems provide the ability to change system behavior based on how the cruise line is performing. iTravel Cruise is business context driven. The various business metrics can be captured and can act as rules engine parameters allowing a cruise line to set policies based on the state of the business. These policies will automatically get executed when a particular business situation arises.

Unconstrained Access to Digital Content

One of the key yardsticks for a next generation reservation system will be the ability of the software to real-time aggregate content from different external and internal product sources, to be packaged and priced along with the cruise product in real-time and have it seamlessly appear on various channels when the user makes a search, whilst meeting all the performance requirements.

The iTravel Cruise Aggregation Engine is a core feature of the product and allows ancillary products to be obtained from internal and external inventory pools allowing a cruise line to balance its ancillary product inventory risks whilst meeting its customer's needs effectively. The Aggregation Engine comes with a prioritization rules engine which determines the order in which a particular product whether it be a cruise product or ancillary product to various channels.

IBS bundles sophisticated data mapping tools along with iTravel Cruise Aggregation Engine allowing the cruise line itself to develop connectors to various product sources in a very quick time. The aggregation engine also adopts various cache strategies that ensure that availability responses are extremely fast.

Productivity Tools

Loss of productivity due to large volumes of data that need to be setup is one of the ubiquitous challenges faced by cruise companies. Recognizing the need to eliminate this problem, iTravel Cruise has introduced several high productivity tools or "Intelli-boards". Intelli-boards come

with the ability to pin and view various decision drivers and to make operational changes through one highly visual interface.

The following are the main Intelli-boards of iTravel Cruise:

- Power Pricer for Pricing Management
- Power Allocator for Inventory Management
- Power Bundler for Packaging

Future-proof

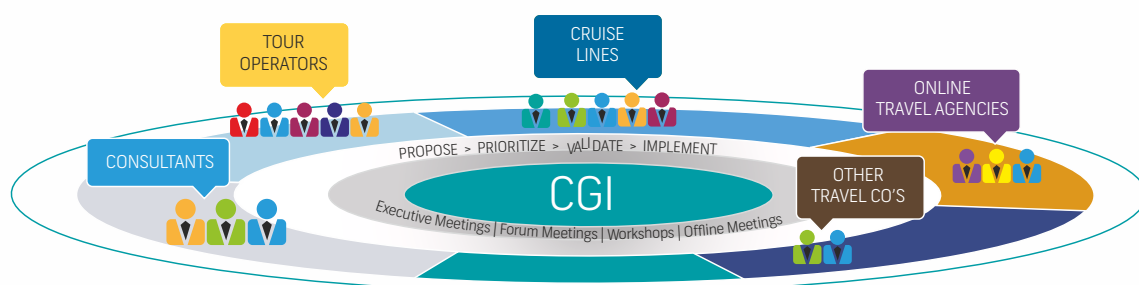
A cruise reservation system is a strategic investment for a cruise line. Information technology is continuously evolving and it is important that reservation system is future-proof, amidst disruptive and transformative technology changes.

iTravel Cruise is developed through a Core Group of Influence (CGI). CGI is a selected group of practitioners and technologists who have come together to create the most definitive cruise reservation system.

There is no commitment required to buy the product to be part of the CGI. The only commitment required is a few days of time per year to attend the CGI meets and to validate the product requirements.

By joining the iTravel Cruise CGI, you get the following benefits:

- Ability to influence the product development to closely align with CGI partners' business needs and priorities; enables quicker realization of ROI
- Continuous dialogue and interaction between industry and IBS keeps technology future-proof
- Thought leadership and collaborative approach ensures best-in-class functionality that will enhance the partner's market position and leadership
- Expansion of iTravel Cruise community will ensure wider R&D budgets
- CGI Partners get financial benefit from special licensing terms



iTravel CGI Functional Structure

Business Benefits



Tactical response based on rules reduce time-to-market of products and promotions



Unconstrained distribution capabilities resulting in ability to swiftly expand sales through newer channels of customer preference



Offer a seamless service wherever the passengers are – at home, at the airport, at the terminal or at the destination



Synchronize demand and supply through better capacity management resulting in improved yield



Ability to personalize offerings resulting in Improved customer experience and loyalty



Unconstrained access to digital content enables creation of products from both internal and external inventory pools



Extensive automation and productivity improvements resulting in improved bottom line and greater business scalability



Enable the evolution of the cruise line as a Travel company taking total responsibility for meeting the passenger's leisure needs



Future-proof Investment



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Transformational IT Solutions for Travel, Transportation and Logistics

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