








**ibsoftware**

# Next-gen Travel Management System

**itravel**  
TOUR

-  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 Travel Companies that will thrive in the future will be more customer focused, nimble, flexible and intelligent. This requires smarter technology.

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

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

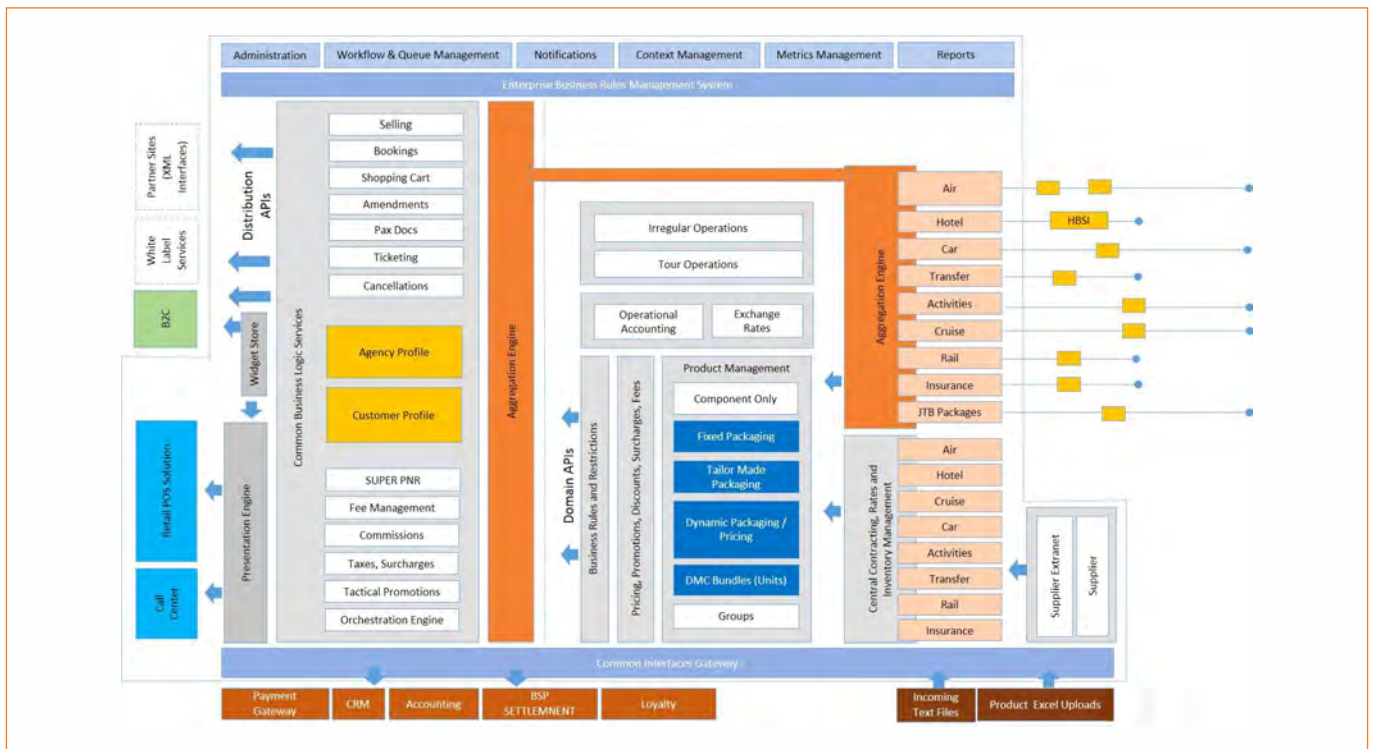
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The most definitive Travel reservation system is getting ready to sail.  
Come join us in this transformational journey to future-proof your business.

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## Functional Blueprint

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



## Unique Aspects

### Customer Centricity

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



iTravel 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 personal level or at a passenger level. This enables a Travel Company to improve booking conversions and drive customer loyalty.

## Business Context Driven

In a dynamic business environment, it is imperative that Tour reservation systems provide the ability to change system behavior based on how the Travel Company is performing. iTravel is business context driven. The various business metrics can be captured and can act as rules engine parameters allowing a Travel Company to set policies based on the state of the business. This 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 lead 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 Aggregation Engine is a core feature of the product and allows ancillary products to be obtained from internal and external inventory pools allowing a Travel Company 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 Aggregation Engine allowing the Travel Company 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 Travel Companies. Recognizing the need to eliminate this problem, iTravel 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 productivity features of iTravel:

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

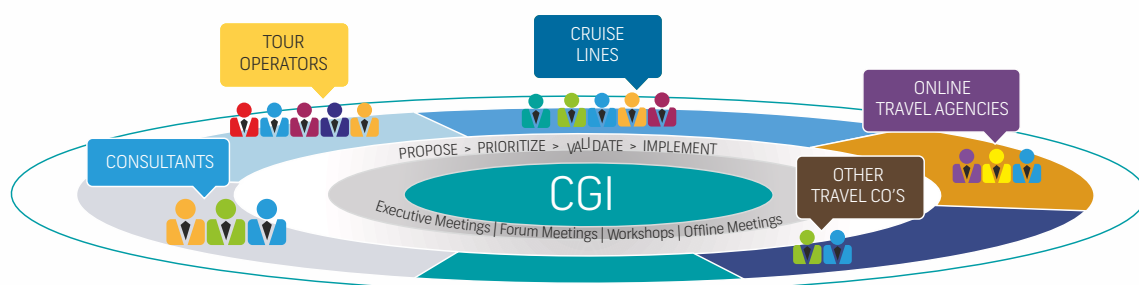
## Future-proof

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

iTravel 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 Tour 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 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 community will ensure wider R&D budgets
- CGI Partners get financial benefit from special licensing terms



iTravel CGI Functional Structure

# Business Benefits



Ability to personalize offerings resulting in improved customer experience and loyalty



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



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



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



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



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



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 travel company to take 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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