



Travel Booking Solution

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Solution Overview

Radix is a revered name for developing solutions catering to hotel industry. Setting new benchmarks in standards and functionalities, our travel booking solution has commanded appreciation from peers and customers alike. Our solution is designed to gather data from various sources and generate a unified database of information. Portraying an easy to use frontend interface, our solution integrates a data synchronization module that offers real-time information to the users.

Solution Functionalities

The main functionalities of our solution can be divided into 3 broad categories:

Search

Our solution allows the front-end users to generate a query for reservation availability. The solution collects this query and sends it to the backend to collect real-time information. The backend integration will get the requested information and present it to the front-end users in a seamless manner.

Availability

The solution fetches real-time rates and availability details from the integrated backend interface and presents it to the front-end users. The entire information exchange is enabled by using XML pull method and XML push method. The XML pull method fetches real-time data while the XML push method provides real-time data to other affiliated networks. However, the extent of information sharing will depend on the type of backend integration.

The solution also employs the XML methods for booking functionality. It collects the online booking information provided by the frontend users and sends it to the backend integration. The backend confirms the booking which is then displayed on the frontend.

Solution Modules

User Management Module

The module classifies the users into frontend customers and the backend administrator. The backend admin exerts complete control over the solution. The module maintains details of the users, keeps track of their activities and stores the information that they access. This information can then be used to identify business trends, define loyal customer base and devise special offers and deals.

Backend Integration Module

Our solution is capable of offering a variety of integrations. In case of hotel owners we customize our solution's backend to suit their business requirements. For the hotel booking service providers, our solution's backend can be integrated with Data Management Company (DMC), an affiliated network, or a DMC and an affiliated network.

Comparison Module

This module provides a comparative view of the rates, availability details and facilities offered to the users. The users get a comparison of the availability

in different hotels and the different tariffs charged. Based on this comparison they can make an informed decision and enhance their decision-making.

Bookings Management Module

The site admin can use this module to manage the bookings made by the online users. Once confirmed, the site admin sends out booking confirmation to the users via fax, email and SMS. In case of booking service providers, this module provides a comprehensive framework to the admin to manage the bookings with different hotels in different cities.

Promotions Module

This module is an enabler of marketing activities for the site admin. The admin can host special offers or promote hot deals using this module and attract business. The extent of such promotion and the nature of deals will again depend on the backend integration architecture.

Payment Gateway Module

The solution encourages the customers to make online payments for their bookings made. Thus, it integrates a variety of highly secure and popular payment gateways to collect online payments. This module again accommodates the legal regulations, payment systems and compliance requirements of different countries.

Commission Engine

We have designed the solution to integrate dynamic and user-friendly commission engine. This engine can generate on-demand commission quotes for the resellers and service providers.

Weather Information Module

This is again a very functional and useful module that the admin can employ to provide real-time weather information and forecast details to the users. The users can check for the weather conditions online.

Different Integration Offerings

The backend integration of the solution depends on the nature of client's business and his business model. We have differentiated the clients into two basic categories:

Hotel Owners

We offer a completely customized solution to the hotel owners. Undertaking end-to-end development of all the functionalities, we tweak and twist our modules to integrate them with the owner's database. The highlights of this type of integration are:

- ✦ The solution will offer search, availability and booking functionalities dedicated to the owner's hotel only.
- ✦ The admin will exert control over any static or dynamic information that would go out.
- ✦ He will manage and monitor the bookings made by the online users and oversee the online payment process.
- ✦ The integration offers a detailed client repository that captures and stores critical customer information which can be further leveraged to outline business strategies.
- ✦ The admin has the freedom to post any special offers or hot deals as a promotional activity.

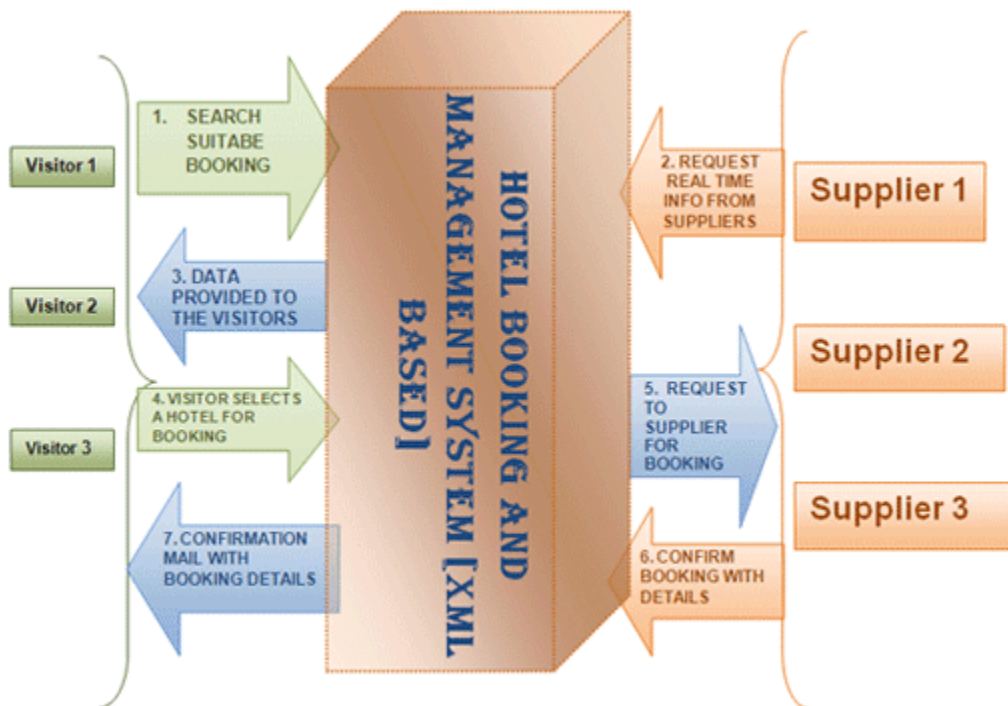
* The admin will ordain the representation of the brand to the outer world.

Hotel Booking Service Providers

This framework is specifically designed for those clients who do not own hotels per se but offer hotel booking services. Here, we design and develop a solution that has the front-end available to the users but the back-end is hidden and integrated with other parties. This approach further gets bifurcated into following categories:

(1) Backend Integrated With DMC

Under this model we integrate the backend of the solution to a DMC. A client can choose to have multiple DMCs integrated at the backend. This approach involves greater development efforts owing to the complicated integration.

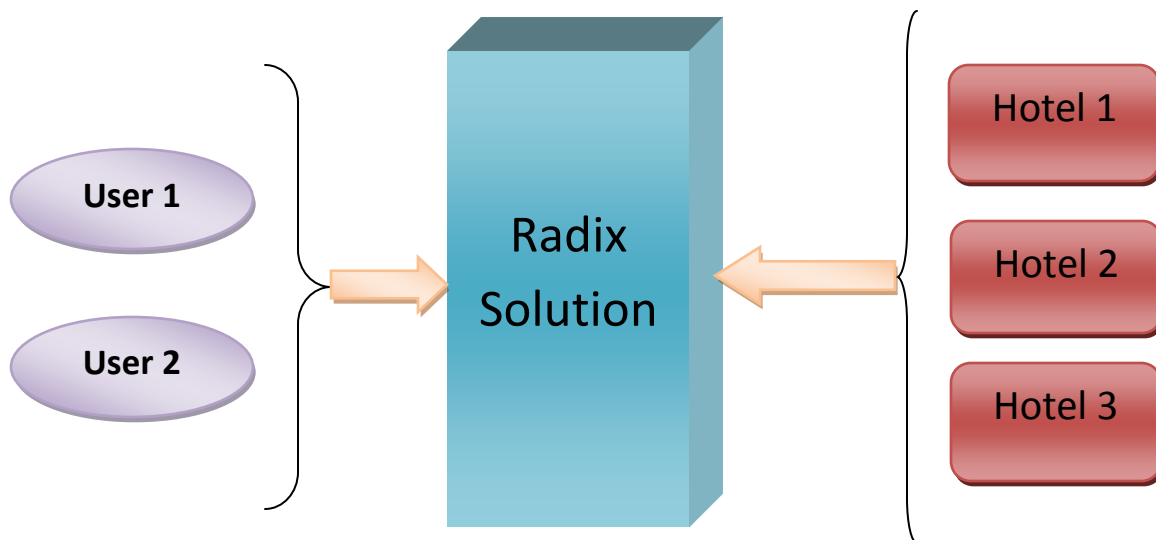


The highlights of this type of integration are:

- * The solution stores only static information.
- * It fetches real-time data regarding availability from the DMC who stores dynamic information.
- * The solution maintains customer information.
- * In case of multiple DMCs integrated, the solution offers a comparative view to the users.
- * If the service provider waives the booking functionality then the solution integrates a deep link to secure booking pages with the DMC.
- * Similarly the provider can forego the price display function and direct the user to the DMC's website for tariff details.

(2) Backend Integrated Directly With Hotels

Under this model, the solution is integrated with a network of associated hotels at the backend. This type of integration removes the DMC from the whole picture and connects directly to the hotels. Here again the development efforts required are extensive.

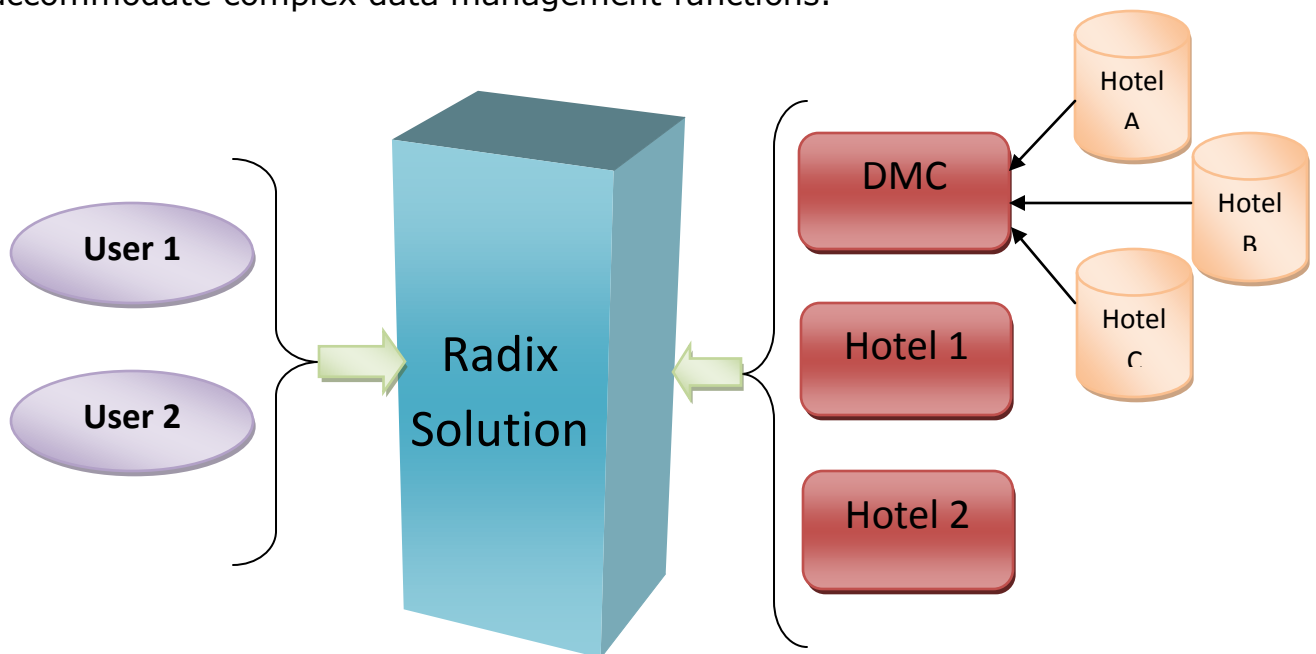


The highlights of this framework are:

- ✦ The solution stores only static information and fetches dynamic data like availability and tariff details from the hotels directly.
- ✦ The solution provides a customer repository to capture and store critical customer information.
- ✦ The direct integration with hotels enables the admin to display and offer special packages designed by the hotels.
- ✦ The admin can again choose to waive the booking and/or payment functionality in which case the user gets directed to the hotel's website.

(3) Backend Integrated With DMCs & Hotels

This is the most complicated integration of all. Here, the solution's backend is integrated with DMCs as well as a network of hotels. This type of integration calls for complicated and intricate development efforts to accommodate complex data management functions.



The highlights of this model are:

- * This type of integration framework produces an exhaustive list of availability options for the users.
- * It diversifies the revenue channel for the service provider.
- * The site admin can prioritize the availability alternatives based on revenue margins.
- * The backend support of DMCs and associated hotels improves the branding and reputation of the service provider.

(4) White Label Development

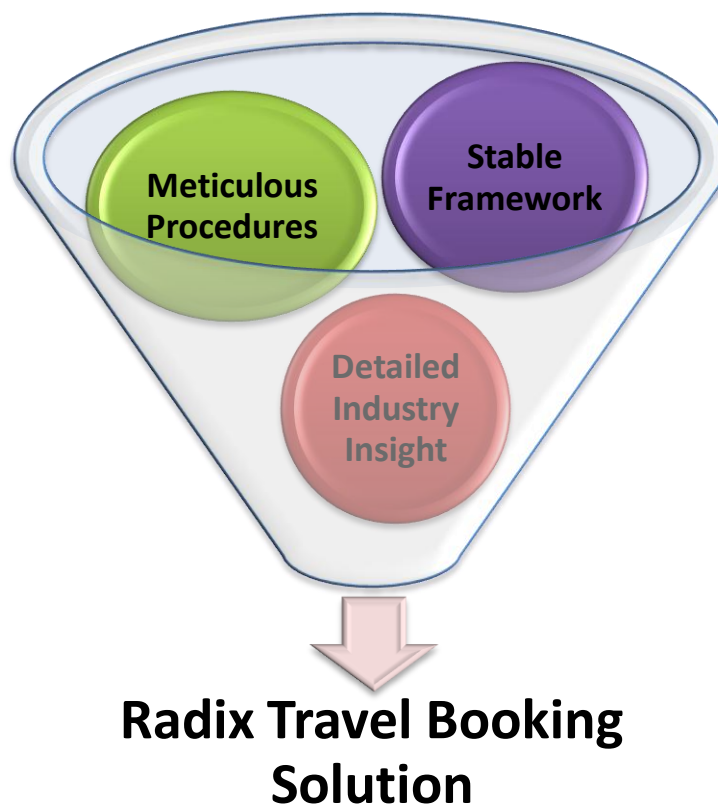
This is again a unique way of developing a solution which provides detailed functionalities at substantial cost advantage. Under this model, we take an already available solution of a DMC and merely change its look and feel. We change the header, footer and the color theme of the solution while retaining the basic functionalities. However, this type of development can be done only when the DMC allows replication. The highlights of this model are:

- * Being a replica model, the solution allows the users to only search for availability.
- * The booking and payment functions are routed to the DMC's deep link pages.
- * The solution imports ready-to-use functionalities reducing the development efforts and timeframe.
- * The solution replicates a rich subset of DMC's original solution features like multiple currency module, multilingual support etc.

Solution Recap

- ❖ Different types of integration
- ❖ Booking and commissioning engine
- ❖ Comprehensive user management
- ❖ Comparative display
- ❖ Data exchange using XML methods
- ❖ Secure payment gateways
- ❖ Integration with Google Analytics and Google Maps
- ❖ Real-time weather information
- ❖ Promotion of deals and offers

Radix Competency



Radix's Value Addition

- A thorough understanding and keen insight into the travel and hospitality industry.
- Demonstrated architectural stability for sustainable ROI in the long-term.
- Meticulous development procedures coupled with compliance to contingency guidelines.
- Hands-on troubleshooting for small but time-consuming requirements.
- Rich experience of massive projects with global clientele.

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