# Scales its operations and expands memberships globally

A GLOBAL MEMBERSHIP BASED TOUR OPERATOR

## THE DIGITAL MANDATE

- Expand their business with manifold increase in memberships and bookings

- NextGen platform to overcome limitations of current system in handling innovative offerings and demand spikes

- Transform traveler experience and curate customized holidays

- Enhance internal operational efficiencies to reduce costs

- Adaptable & extensible to dynamic business models with a holistic travel management approach

> " *It has been a great journey of introspection to view our own workflows and system interactions through the lens of Platformation.*
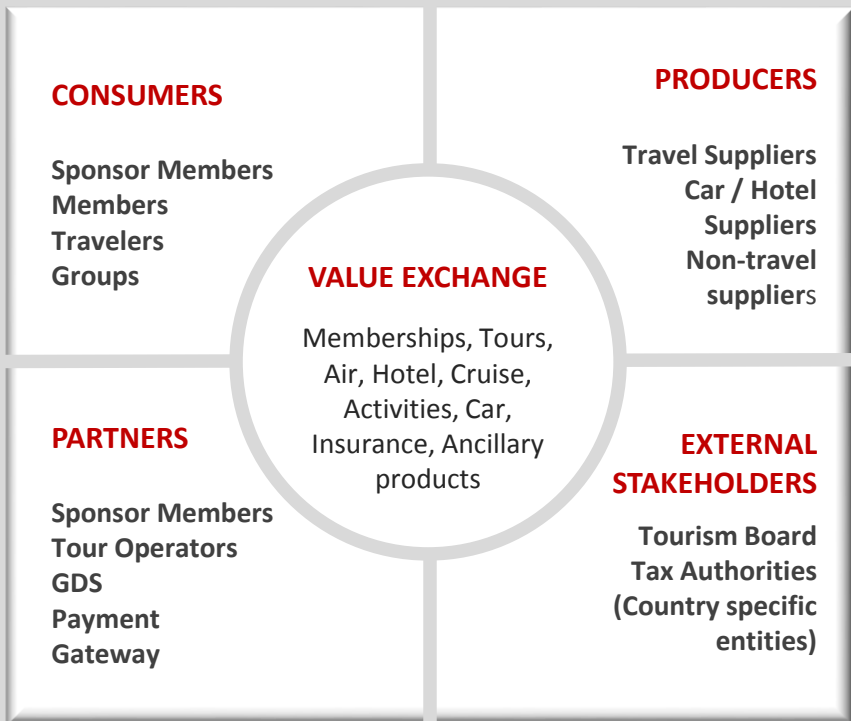
CEO, Client Organization

# Reimagining Membership Based Sales in Travel

## THE PLATFORMATION WAY

- A Collaborative Travel Ecosystem
- Supply side - Flight & Tour operators, hotel chains & agents
- Demand side - Consumers booking tours & packages
- Travel enthusiasts and other partners

**CONSUMERS**

Sponsor Members
Members
Travelers
Groups

**PRODUCERS**

Travel Suppliers
Car / Hotel
Suppliers
Non-travel
suppliers

**VALUE EXCHANGE**

Memberships, Tours, Air, Hotel, Cruise, Activities, Car, Insurance, Ancillary products

**PARTNERS**

Sponsor Members
Tour Operators
GDS
Payment
Gateway

**EXTERNAL STAKEHOLDERS**

Tourism Board
Tax Authorities
(Country specific entities)

## PLATFORMS & ECOSYSTEMS

e-commerce platform to support the sales of travel products such as air, cruise, hotels and tours

On-demand scalability using cloud hosting and global footprint with integrated content engine

**TRAVEL COMMERCE**

Create member & supplier onboarding functions, policies on the platform

Integrate back-office operations and accounting systems to reservation platform

**PLATFORM PARTICIPANTS**

**EFFICIENCIES TO SCALE**

Centralize supplier onboarding and management functions with instant activation of new offers.

Support large number of transactions (bookings and package offers)

**OPEN INNOVATION**

Multi-product reservation system for all travel products such as air, cruise, hotels, tours & packages

Seamless content authoring for package description, policies and announcements

# Unlock Newer Sources of Value Creation

**SONATA**
SONATA SOFTWARE

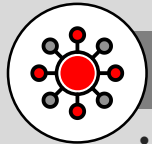## DIGITAL THROUGH PLATFORMATION

### OPEN
- Industry standard interface options for new trade partner onboarding
- Flexible provision for new service providers and payment gateways on demand

### SCALABLE
- Cloud based hosting model to ensure scalability of infrastructure to address demand spikes
- Provision of adding unlimited number of new vendors for packages, services and for operations
- New rules and policies can be configured with ease

### CONNECTED
- Real-time data exchange with third party entities using Built-in integration framework
- Customer & context specific notifications, promotions and offers based on AI

### INTELLIGENT
- Customer data & web analytics for contextual recommendations and personalized experience
- Global reach strengthened with real-time content translation for non-English users

## CUSTOMER EXPERIENCE

**MULTI-CHANNEL EXPERIENCE**
For customers to perform more transactions across various points of sales

**ONE-STOP SHOP**
To book peripheral activities for their tour package

## EFFICIENCY

**FASTER BACKOFFICE OPERATIONS**
Reduced the cycle time needed to add a new supplier, or a new package from existing supplier

**AUTOMATED INFORMATION FLOWS**
To reduce time and effort spent in creating reports and analyzing the data

## EXTENDED ECOSYSTEM

**FUTURE PROOF PLATFORM**
Addresses unforeseen demand spikes and flexibility to add more offerings on same platform

**CONFIGURABLE RULES ENGINE**
Allow quicker onboarding of members and supplying vendors

## INNOVATION

**CONTEXTUAL RECOMMENDATIONS**
Provide personalized offers of packages and activities

**CONTENT MANAGEMENT**
Integrated CMS platform allows suppliers to give descriptions of their products/services

# 20X TRAFFIC

HANDLED DURING FLASH SALES

# 200% GROWTH

IN BOOKINGS PER MONTH