

A trusted solutions partner

The dynamic nature of today's travel market presents a number of new challenges and opportunities for travel operators of all sizes.

To succeed in this increasingly complex and competitive environment, a trusted solutions partner who offers a comprehensive solution, and also meets the needs of your business today and into the future, is a must.

Over the past six years, we have recruited specialists who have a combined 1000 years travel and technology experience, thus ensuring BlueSky Travel Systems has a pivotal position in the travel sector - the result of which is a revolutionary product for today's diverse travel industry.



Clear thinking

Dynamic packaging

itour offers any combination of owned and/or third-party inventory including beds, flights, car rental and many other types of ground product.

Multi-channel access

itour offers support for a variety of distribution channels including B2B and B2C websites, white label partners, call centres and Viewdata.

Ease of use

itour offers a complete modern browser-based interface, simplifying training for call centre staff and maximising productivity.

No down time

itour offers availability 24 hours a day, 365 days a year due to Oracle's robust enterprise technology, ensuring peace of mind and no lost bookings.

Putting customers first

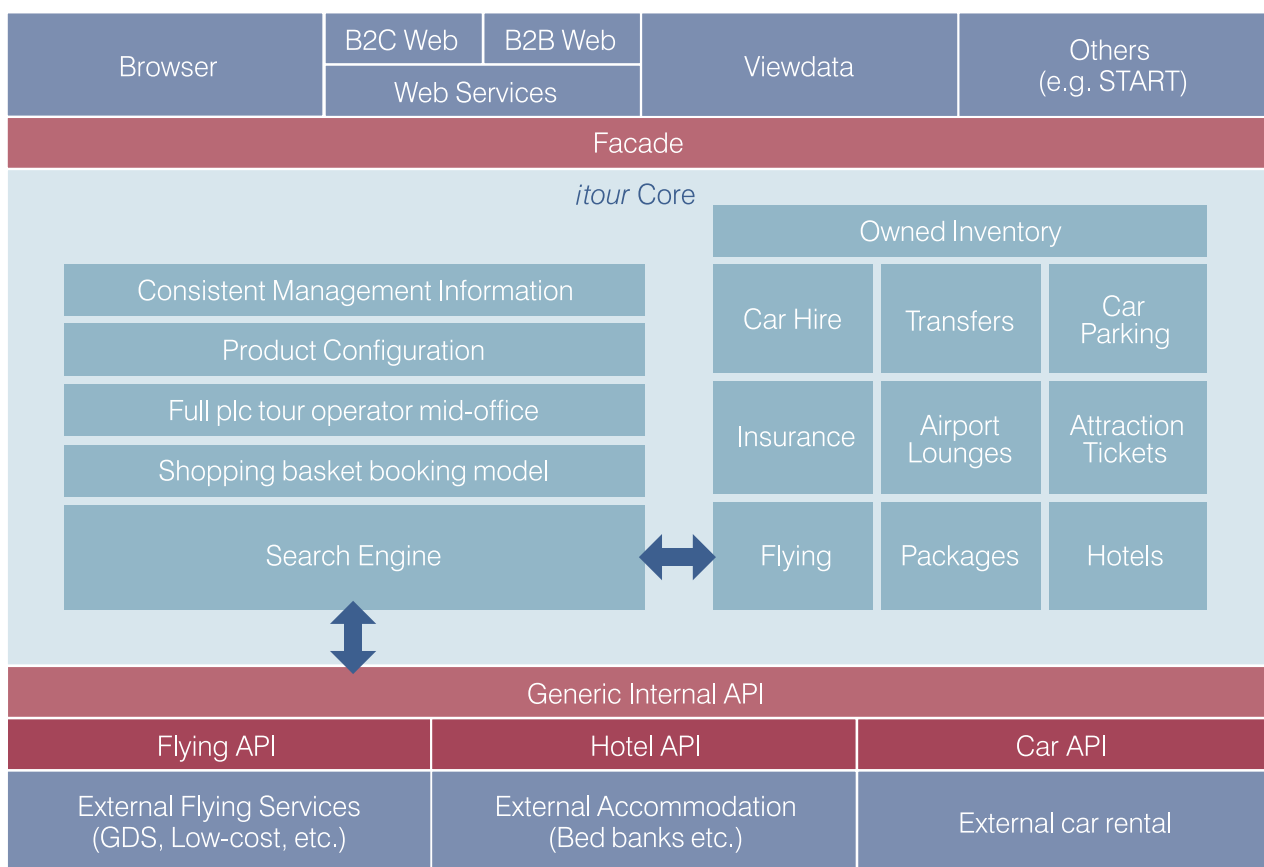
itour offers you the capability to effectively manage your customers, to maximise up-selling and cross-selling of products and to ensure repeat bookings.

Meeting your needs

itour offers a range of options so that you can create a system that is designed to precisely meet your requirements.

itour Travel Distribution Suite™

Application Architecture



The right solution for your business

The *itour* Travel Distribution Suite™ the following functionality is provided as standard:

- Customer details and booking history
- Rich “shopping basket” booking model with comprehensive Super PNR capability
- Browser based user interface for all functions
- XML API for B2B and B2C web booking
- Sales Ledger functionality including credit card payment facility
- Travel Industry standard reports

Whatever your type of tour operator business, the *itour* Travel Distribution Suite™ has a number of additional modules to support your specific requirements *itour* is based upon a SINGLE application architecture that can be implemented separately or combined into a SINGLE solution supporting multiple business models.

itour Web Solutions

We offer a variety of options to allow you to develop the ultimate E-Commerce proposition.

- A fully documented SOAP based XML API which BlueSky's customers can use to enable their development teams to construct transactional web sites
- The API supports both B2C and B2B activity. It can also be used for B2B2C activity using our 'white-label' capability
- An HTML booking journey component which takes full advantage of the underlying API capability. The booking journey can then be integrated into customised web sites developed by BlueSky's customers or their development partners
- A fully functioning web site branded to the customer's requirements and with content management functionality.

itour Search and Book Solutions

Effectively control your yield with our sophisticated packaging offerings.

- Create real time packages with comprehensive rules for enhancing margins and profit
- Build tailor-made itineraries using any combination of internal and external inventory
- Use our amazingly flexible generic extras module to add any type of individual travel component
- Sell tours and flexible multi centre holidays
 - Compile an itinerary comprised of flights, a number of stays and several miscellaneous services.

itour Integration Solutions

Use our wide range of XML interfaces to link to external systems.

- Direct access to car rental suppliers including Budget™, Dollar™, Avis™ and Alamo™
- Our flying aggregators Partners™ & Ypsilon™ provide access to Scheduled Air, Low Cost Carriers and provides a Net Fares database
- A growing number of Bedbanks
- Connectivity to Pharos enabling Ferries, Eurotunnel and Rail bookings.



A solution to transform your business

The *itour* Travel Distribution Suite™ is the ultimate open and flexible solution for ALL tour operators that will allow you to adapt and transform your business. Our existing customers already enjoy the culmination of our intensive research and development over the past 6 years – ensuring *itour's* unrivalled richness of functionality and massive scalability.

The *itour* Travel Distribution Suite™ is a modular system that caters for every type and size of tour operator. Whether you are a packaged tour operator, online travel retailer, low cost carrier or a global travel operator, *itour* will enable you to improve inventory management, reach new markets and operate multiple distribution channels more effectively and efficiently.

Our range of existing customers reflect the flexible and modular nature of *itour*™ and include Mark Warner, Slattery's Travel, First Choice and Thomas Cook.

See how **our** *itour* Travel Distribution Suite™ can transform your business.

Unclouded judgment

The travel market is evolving. Recent years have seen dramatic change in the industry, primarily through the vast opportunities provided by the internet and the increased consumer choice it offers.

Only those organisations prepared to embrace these opportunities will succeed - *itour* is designed with this belief at its core.

itour is designed to grow and change with your business so you can stay ahead in the new travel market. *itour* offers you **more flexible channel access to your products, more opportunities to maximise your market and yield, and delivers more bookings - in less time.**

itour™: No limits

itour is an open enterprise-wide business solution based entirely on a modern Java platform and deployed using Oracle's world-class technology – flexible and user-friendly for small companies and powerful enough for large organisations providing the ability to support many thousands of users and internet connections.

At the core of the *itour* Travel Distribution Suite™ is a powerful reservations module incorporating comprehensive control processes for all owned inventory and a generic XML interface supporting access to third party inventories, including GDS, Net Fares, low cost carriers, charter flights, Bed Banks, Ground Products, Car Rental and much more. There is also rich functionality to support escorted tours and flexible multi-centre holidays.

You can select from a wide range of optional modules to ensure a solution that exactly meets your business requirements.

Working with BlueSky

Working with BlueSky will provide you with access to an unparalleled knowledge base and a comprehensive range of specialist services to support your needs throughout the life of your system.

A dedicated account manager is your primary point of contact for advice and support with access to a specialist team to help support your travel business.

Our suite of support services comprises:

BlueSky Consulting™

Whether you need guidance on business processes, new industry developments, making the most of new channels to market or technical advice, BlueSky will provide the answers, whatever your business model.

BlueSky Training™

Structured training can be provided for groups or individuals either on-site or at training centres across the UK and Europe to ensure you are getting the most from your system.

BlueSky Care™

Our total customer care programme includes a dedicated support centre and a range of additional services, from remote systems management to proactive advice on making the best use of your system.

If you are looking for a world-class travel distribution system to drive your business forward, then contact us today.

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