



Providing a Different View

BlueSky provides open enterprise-wide business solutions to the travel sector based on Oracle® technology. This has been the sole focus of our business for over 3 years and our team has a vast collective experience of working and delivering solutions in the travel sector for many years. This experience helps us understand your needs more clearly and deliver more appropriate, relevant and cost-effective solutions in today's changing travel market.

New age customers

Travel customers are now more sophisticated and demanding, there are far more channels to market and competition is fierce. Travel operators are being forced to recognise the changing needs of customers and must implement systems to cope with these "new age" customers.

Yesterday's legacy systems

However, many existing tour operator systems used in the marketplace today have been developed using technologies that, whilst appropriate at the time of development, are now a major constraint in readily satisfying the business needs of a modern travel operator. These legacy systems were primarily developed to satisfy a single retail distribution channel through the industry standard Viewdata system. However, the emergence of the Internet and other potential distribution technologies has seen a growth in new entrants to the travel market, all of whom benefit from having invested significantly in these new technologies. This benefit allows them to be more competitive by reducing distribution costs whilst increasing channels to market.

Market opportunity

BlueSky, recognising the changes taking place in the market, saw an opportunity for developing a modern travel solution based on leading Internet based technologies, which could support the broad diversity of travel companies around the UK, Europe and World-Wide, allowing them to compete more effectively in this new world. The unique design of our system, combined with Oracle's world-class technology, enables the solution to be made available globally without compromising functionality or support.

Delivering the vision

The vision of developing a world-class tour operator system based on modern technology is borne out of many years experience. This experience was gained from the involvement of key members of our team in several major systems development and implementation projects within the travel industry. This combined with an extensive knowledge of delivering Oracle technology within the broader software applications market, provides us with a depth of expertise in Oracle systems development, consulting, implementation and training, unique within the travel sector.

A different approach

The key to managing the complexities in today's travel sector is effective, open and integrated solutions that will grow with your business and not restrict it. It will also allow you to open new channels to market and manage those customer relationships that are so vital to increasing your passenger volumes and improving yield and margins.

So our approach is quite different to other packaged system solutions in the marketplace today. There are a number of reasons for this. Firstly, there is no dependency on existing legacy based developments, which places inevitable constraints on the design and development of systems from existing suppliers. This has allowed us to adopt a completely new design concept, based on today's business needs and to use the most modern technologies and tools available, to deliver a world-class enterprise wide travel solution. Secondly, our product philosophy provides a fundamentally different view from other suppliers by putting the customer first in the process, this allows each reservation to identify as much or as little of the customer details as you wish. With each booking you can record everything from the customers address through to individual customers preferences, which can be tracked for future reference. This means you can tailor future travel options to meet their specific needs as they change with personal circumstances over time. This provides a basis for seeing each reservation as the beginning of a customer relationship and not merely an ad-hoc booking.

"We want to work with a team who understands our business from the inside"



In addition our extensive use of the Oracle product set is unique in the travel sector. Being based on Oracle technology ensures that our solution is completely flexible, functionally rich, scalable and highly resilient. It is designed in modular form recognising that travel operators will require the ability to build upon existing investments, as well as retaining or developing existing competitive elements of their system, such as yield management.

A better, open, powerful and flexible solution

BlueSky itour™ provides an open, integrated and modular solution based on Oracle's leading Internet based technologies that are powerful enough to support 10's through to many 1000's of users. It is portable and so can be deployed on a wide variety of platforms. User access is totally web browser based and this provides intuitive and easy to use screens that your staff will be able to use very easily. This open approach provides maximum flexibility in platform support.

The product is designed around a 'core' reservations module incorporating inventory control processes for all owned inventory and a generic interface which supports access to third party inventories e.g. GDS, Net Fares, Low Cost and Charter flights, Bed Banks and Ground Products. Third party and/or owned inventory items can be combined together and priced in a dynamic packaging model.

Being modular in design ensures that the BlueSky itour system is flexible and can be implemented separately or as a complete solution that can easily be integrated with any of your existing front or back-office applications. This provides you with the freedom to choose what, when and how you implement a solution which best meets your particular requirements.

An experienced team

Design and development of BlueSky itour is based on many years of experience. Our team has a direct and extensive knowledge of the software applications market and travel industry specifically, with experience of travel and reservation systems at every level, as well as in-depth expertise in systems development, consulting, implementation and training. Our team work collaboratively with customers and partners to implement practical, cost-effective and appropriate solutions.

Key features

- Browser based user interface
- Mixed travel options and durations
- Access to third-party inventory
- Real-time search & book facility
- Comprehensive management information
- Internet enabled access via the web
- Component based pricing
- Rules based dynamic packaging
- Multi-channel support
- Yield management tools

And finally.....What our customers say

Some of our customers already benefiting from implementing BlueSky itour include Mark Warner and First Choice Independent Travel, here's what they have to say...

"itour's flexible, integrated solution addresses the modern-day needs of tour operators and travel agents and lets us build our business around the customer."

David Hopkins – Managing Director, Mark Warner

"BlueSky is the clear technological leader and its directors have a solid track record in the travel industry. itour is already several steps ahead of competitor solutions and gives us a next-generation solution which will help us increase our market leadership."

Jo Powell – Operations Director, Mark Warner

"With the current industry move towards more dynamic packaging, we want a system in place that enables us and our partners to sell components separately. This system will ultimately be of great benefit to agents as well, in that they will quickly be able to access all our products and earn higher rates of commission in the process."

Kyle Haughton – Managing Director, First Choice Independent Travel Division

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