The open, powerful and flexible solution

The last few years have seen dramatic changes in the travel market and the way many of us seek and book our travel arrangements, whether for pleasure or business. The advent of the Internet and 'no-frills' carriers has created an entirely new type of traveller, with much more diverse needs. However, travel operators must find ways to service both new and old style travellers, many of whom still seek the ease and convenience of booking a packaged holiday via their high street agent.

The world is more complex

The key to managing the new complexities in today's travel market is effective, open and integrated solutions that will grow with your business and not restrict it. Today's tour operators need a system that offers more effective channel access to their products and manages those customer relationships which are so vital to increasing passenger volume and improving yield and margins.

A fundamentally different view

Our product philosophy provides a fundamentally different view, allowing you maximum flexibility in one packaged solution. BlueSky itour™ allows a tour operator to distribute via multiple channels, non-owned inventory from third-party suppliers electronically and combine these elements with owned inventory managing everything in a single booking. Additionally, each 'search and book' is undertaken faster and in 'real time' from owned inventory, and as near 'real time' for third party inventory, which improves your service to customers. With automated credit card payments it can also improve your cash-flow by taking payments immediately at the time of booking. Third party and/or owned inventory items can be combined together and priced in a dynamic packaging model.

Connecting the customer

BlueSky itour is also uniquely different, as it has been designed to provide you with options for managing your customer relationships. You can merely capture basic customer profile details using the standard profiler within BlueSky itour or use BlueSky Profile Manger™, which is a separate module that can be implemented to manage and monitor individual customer profiles and spend. Unlike many other systems this is not merely bolted on as an afterthought, but is designed to be a fundamental part of the solution, which, when implemented, can drive every transaction throughout the system. This can be vital when determining future product, pricing and marketing strategies.

Alternatively, if you have already invested in an integrated customer relationship management (CRM) system, this can be interfaced with BlueSky itour in order to provide a completely integrated profile of each customer.

An open, integrated and modular approach

BlueSky itour is an open, integrated and modular solution based on Oracle's leading Internet based technology that is powerful enough to support 10's through to many 1000's of users. The system is portable and so can be deployed on a wide variety of hardware platforms. Screens are totally web browser based and this provides users with an intuitive and easy to use and familiar method of access. This totally open approach provides maximum flexibility in your choice of hardware platform.

A modular and flexible system

The BlueSky itour 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. All this is supplied by enterprise class mid and back office functionality.

Being modular in design ensures that the BlueSky itour system is flexible and modules can be implemented separately or as a complete solution that can be easily 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.

"Our aim is to help you deliver travel services to your customers more efficiently and cost effectively through integrated information systems."

"To manage our business more effectively we need more accurate and timely management information"

Multi-Channel and multi-lingual access

BlueSky itour offers multi-channel and multi-lingual access, so your customers can choose the most appropriate means of access to suit their particular needs. This safeguards any investment you have or will make in extending your sales channels – so whether customers use existing ViewData systems or Call Centre access or choose to use the Web or perhaps even future access via Digital TV – BlueSky itour can cope

Providing round-the-clock access

Recognising the need for round the clock access from anywhere in the world is important for such a vital system and because BlueSky itour is developed using Oracle technology means you can ensure system availability 24x7x365. This is vital when many customers are increasingly choosing to use the Internet to book. If your system is 'down', then you are closed for business at a time when your competitors Internet site may be open.

Business information at your fingertips

BlueSky itour incorporates powerful and flexible reporting options to provide you with a comprehensive view of your business information. The 'core' system provides a series of standard reports, whilst there are optional ad-hoc query facilities that enable you to interrogate and drill down into every aspect of the data in your system, providing options to output and view results in tabular report, graphical reporting formats or to be downloaded to Microsoft Office® products.

- 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

People focussed on your needs

Successful solutions rely upon good services delivered in the right way and by the right people who know and understand your business. Our approach is collaborative. We work alongside your managers and staff to understand the specific needs of your organisation and build appropriate and practical solutions that can be implemented with minimum disruption. In many instances, this involves joint teams working together to implement the system to an agreed plan and timescale.

When you become a BlueSky customer we make a long term commitment to you. Through your dedicated account manager you have access to a comprehensive range of specialist skills and services, to ensure successful implementation and ongoing support throughout the life of your system.

BlueSky Consulting™

Within the organisation we have access to a wealth of business and technical expertise to help you make the most of your investment. We can provide highly practical advice and guidance on a range of business and technical issues, together with a proven implementation process.

BlueSky Training™

Structured training in all aspects of the systems operation can be provided for groups or individuals. The training can be tailored to your needs and delivered on-site or at any agreed training centres across the UK and Europe.

BlueSky Care™

We offer all-round customer support to continue to help you get the best from using our system. This includes responsive help from our Response Centre staff who understand your business, together with a range of additional services available, from systems installation to remote systems management.

ORACLE
PartnerNetwork
CERTIFIED PARTNER

bluesky™
travel systems

Holiday Search & Book

- Real time availability displayed
- Quick searches with advanced searches for non-standard requirements
- Search based on price for the party
- Sequence of search results can be customised, factors include:
  - Best fit to customer's requirements
  - Operator margin
  - Agent commission inclusive of all incentive schemes
- Automatic summarisation of results where a high number of matches found
- Interfaces with external CRS
- Multi-component holidays
- Any duration holidays

Booking Administration

- Customer initiated changes:
  - Search for new availability takes account of stock already held by booking
- Operator / Supplier initiated changes:
  - Impact analysis
  - Alternatives held for each booking
  - Management of customer notification and acceptance
- Full audit history
- Automated workflow management

Sales Channel Management

- Definition and management of sales agent incentive schemes:
  - Commission levels
  - Highly targeted incentives
  - Full integration with booking process

Yield Management Support

- Sophisticated and flexible stock control mechanisms
- Full support for multi-leg flying
- Algorithms for optimising the allocation of bookings of generic products (e.g. 3* half board, anywhere in a resort). This is fully integrated with Holiday Search allowing availability to be shown where bookings can be moved.