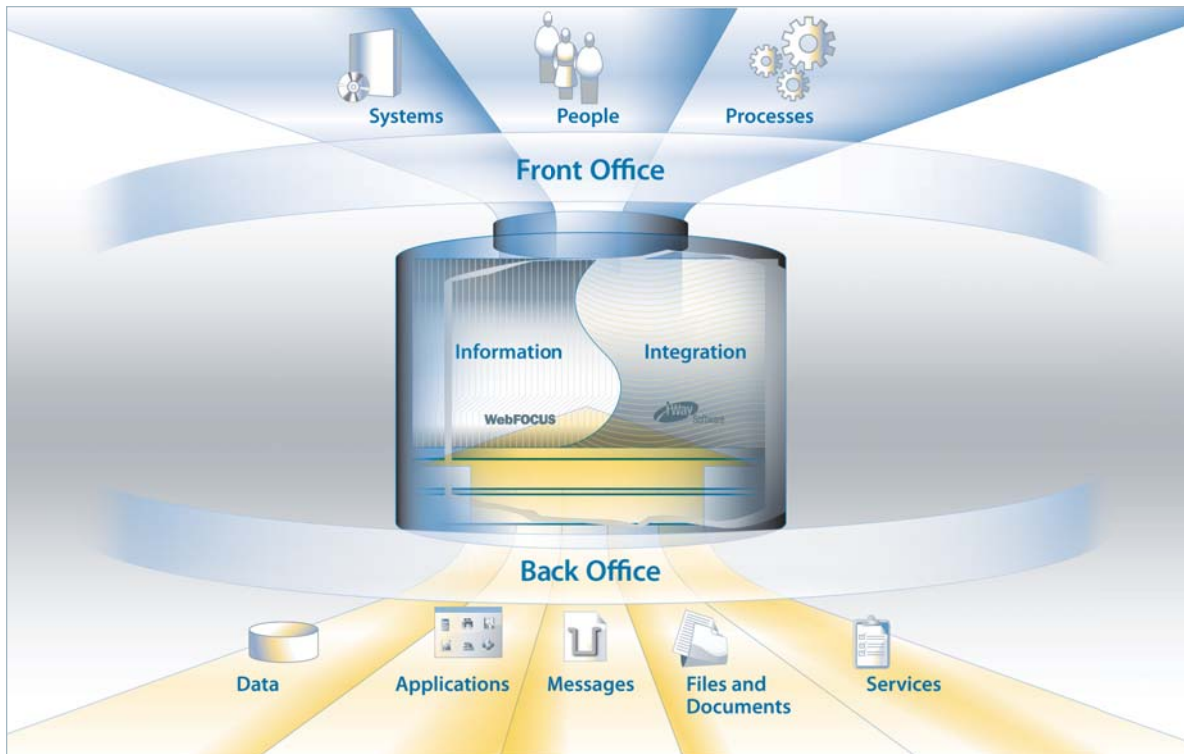


Information Builders in the Travel and
Hospitality Industry

WebFOCUS

iWay
Software



Front-Office Information Access and Delivery

“Through a simple web browser, our customers can access their travel data offline and drill down to certain categories within the system, such as types of travel, geography, time of day, date, and many other variables. Many BI providers supply reports to external customers, but very few supply true BI capabilities like WebFOCUS.”

Chantal Berthiaume
 Director of Network Optimization
 Air Canada

Back-Office Integration

“We have an inherently good feeling about the accuracy of the data now that iWay is an independent guardian doing the work for us. Clients often ask us to gauge the accuracy of the data, and now we can share iWay audit reports with them. The security that stems from good data quality pays for itself. We have never lost a client because of data quality, and our investment in iWay demonstrates our ongoing commitment in this area.”

Darren Rickey
 Vice President of Solutions Management,
 AirVision Marketing and Planning
 Sabre Airline Solutions

Information Builders in the Travel and Hospitality Industry

Dependent on the disposable income of their customers, travel and hospitality firms are scrambling for new clients as leisure spending is cut from personal budgets. Aggressive price-cutting by competitors also makes it more difficult to maintain acceptable levels of profitability.

The key to attracting customers to airlines, hotels, amusement parks, theaters, casinos, and other venues is to deliver superior services customized to their specific needs, preferences, and behaviors. To achieve this in an efficient manner, these organizations must tap in to the power of their data. Information Builders empowers travel and hospitality companies to seamlessly unify their data systems and information – enhancing the execution of mission-critical activities while improving strategic planning and decision-making at all levels.

Front-Office Reporting, Query, and Analysis

The WebFOCUS business intelligence (BI) platform allows travel and hospitality companies to leverage the raw data contained in back-end systems to uncover important trends in:

- Attendance and occupancy
- Customer satisfaction and lifetime value
- Bookings and cancellations
- Sales and revenue
- Labor costs
- Consumption
- Campaigns and promotions

Back-Office Integration and Process Automation

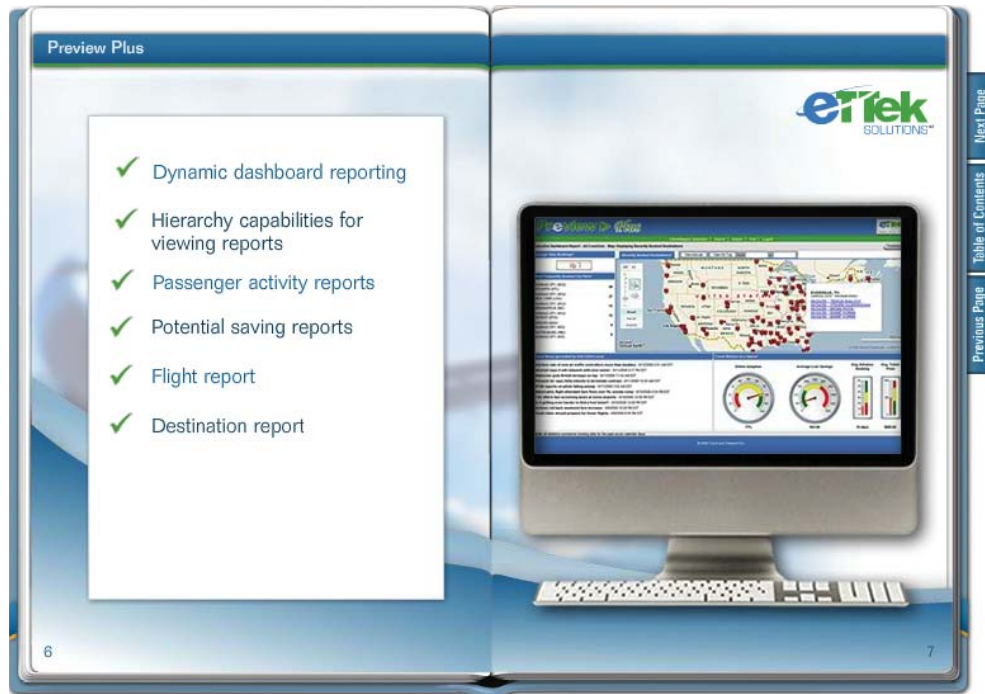
iWay Software integration solutions help travel and hospitality firms to fully leverage their technology infrastructure for maximum competitive advantage. With iWay, companies can:

- Create a fully unified architecture that supports core activities across the company
- Preserve legacy investments while maximizing ROI on more recent technology acquisitions
- Automate key processes and workflows
- Significantly enhance the completeness, correctness, and consistency of corporate data
- Improve collaboration with external business partners

Bringing It All Together

Information Builders' core competencies – BI and integration – stem from more than 30 years of experience working with complex requirements. We built our software from the ground up instead of acquiring packages from unrelated companies. Our customer service organization – including a world-class professional services team, a comprehensive education curriculum, and an award-winning customer support team – helps our customers through every step in the process, from requirements gathering to implementation to long-term maintenance. At renowned travel and hospitality companies worldwide, such as Holland America, Sabre Holdings Corporation, Hertz, and Starwood Hotels and Resorts, we are tackling the tough jobs and our solutions are standing the test of time.

Business Intelligence for the Front Office



Travel and Transport used WebFOCUS to build its eTtek reporting environment, allowing more than 800 travel managers to obtain optimal pricing on flights, hotels, and car rentals.

Hospitality companies gather a tremendous amount of customer data – favorite foods, entertainment and purchase choices, preferred methods of travel, and more. This information typically resides in disparate systems across numerous properties, brands, and chains, making it difficult to leverage in support of various efforts and processes. But when that data is unified and analyzed properly, it translates to valuable knowledge that helps these organizations:

- Enhance the customer experience with greater insight into their needs and behaviors
- Maximize revenue by understanding the factors that impact loyalty and consumption
- Develop and implement smarter, more successful sales and marketing plans with the ability to analyze the success of promotional activities
- Ensure that enough staff, food, drinks, etc. are on hand to satisfy customer needs through effective forecasting of guest attendance and activity

Casinos and gaming companies, hotels, and other firms can also leverage advanced predictive analytics to enhance patron value optimization (PVO). For example, by detecting patterns and trends in historical data to better anticipate future events and conditions, companies can:

- Better anticipate future patron activity by understanding specific guest behavior
- Achieve higher marketing ROI by creating targeted patron segments
- Drive bottom-line results by developing timely, accurate promotions

Customer Successes

Air Canada – This leading airline differentiated itself in a competitive market by making it easier for passengers to purchase, book, and manage travel arrangements, and to track related expenses. A self-service application allows travel manager clients to book flights or track usage histories. For example, they can determine the amount of travel allocated to particular projects, departments, and employees, or qualify data for certain types of travel according to location, time, and other variables. The application has helped generate sales, improve customer satisfaction, and solidify relationships with key clients.

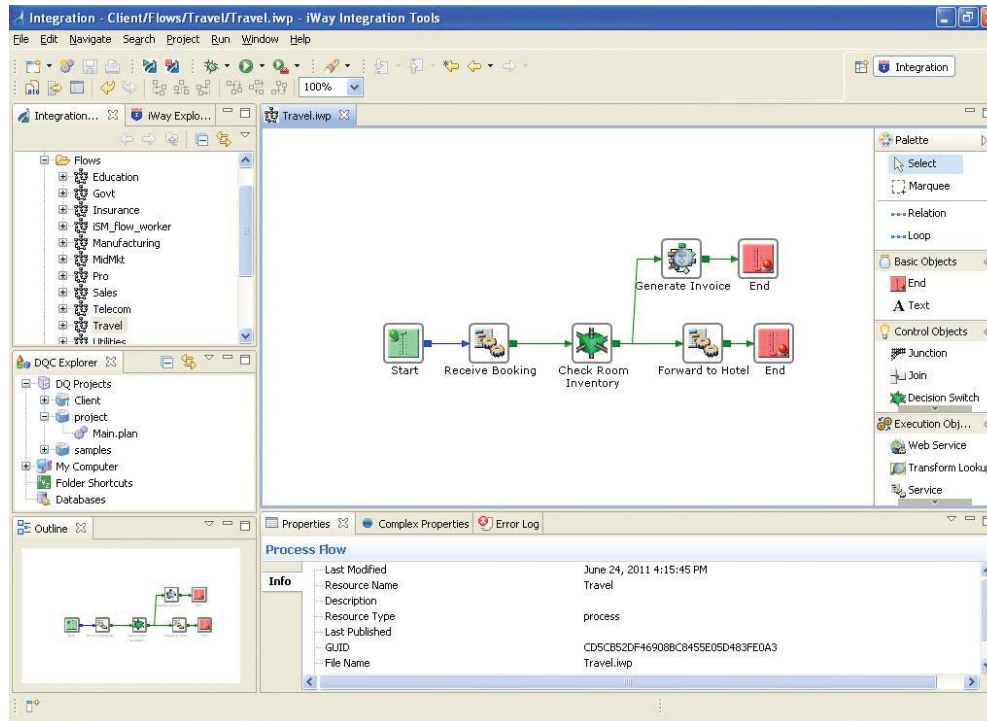
Carlson – This global hospitality firm, which oversees more than 1,700 hotels and 900 restaurants, turned to WebFOCUS when it wanted to standardize on a single reporting and analysis platform. Eight thousand managers at hundreds of properties now have immediate access to timely and complete information from across the enterprise, resulting in reduced operating costs and increased efficiency.

PRISM Group – This company develops travel information systems for some of the world's largest airlines and corporations. PRISM used WebFOCUS to improve the way its customers scrutinize travel expenses and negotiate travel contracts. For example, airlines use the reporting system to track the effectiveness of incentives and to ensure that customers are fulfilling the terms of their contracts, while corporate travel managers rely on it to negotiate better deals with airlines. This value-added service has improved satisfaction and loyalty by giving customers the ability to monitor the performance of their contracts, optimize profitability, and keep an eye on travel costs.

Starwood Hotels and Resorts – When managing HR information across its 750 worldwide properties proved to be a challenge, Starwood implemented a comprehensive reporting environment built on WebFOCUS. Members of the HR department now have fast, self-service access to information about Starwood's more than 110,000 employees. This has kept HR processes running smoothly, and significantly improved related decision-making.

Travel and Transport – WebFOCUS is helping clients of the sixth largest travel management company to better track their corporate travel spending. A comprehensive reporting environment called eTTekReview allows more than 800 travel managers to obtain optimal pricing on flights, hotels, and car rentals, and to identify patterns and trends in travel spending. Users can even benchmark their travel spending habits against other, similar companies. By giving customers the ability to better monitor and budget their travel expenses – and save millions of dollars – Travel and Transport is improving service and satisfaction, and gaining a substantial competitive edge.

Integration Solutions for the Back Office



Like firms in other industries, hospitality companies are plagued by data quality problems, due to lack of integration and synchronization among disparate, geographically dispersed systems. Compounding the data quality conundrum for hotels, airlines, casinos, theaters, and restaurants is the proliferation of data from third parties, such as industry research firms and alternate sales channels.

With iWay Software, travel and hospitality firms can:

- Unify disjointed information across multiple properties, chains, and brands
- Ensure that enterprise information, particularly guest contact details and histories, is complete and consistent throughout all systems
- Eliminate the data integrity problems that can negatively impact everything from marketing, loyalty, and guest services to maintenance and revenue management
- Improve the quality and comprehensiveness of information used to formulate pricing strategies and other mission-critical competitive activities
- Ensure compliance with various laws and guidelines

Customer Successes

Holland America – This renowned cruise line employed iWay Software to create a central reservation system, where users across the company can retrieve information about room availability, passengers, and more. The initiative has improved employee efficiency, and more importantly, it has increased customer service and satisfaction.

Sabre Holdings – To successfully enter new markets, the world's leading provider of solutions for the travel, air transportation, and hospitality industries needed a way to manage and enhance massive quantities of data. Plagued by discrepancies in passenger and airline data, the company turned to iWay Software to help audit information – from various booking and ticketing systems, as well as government entities, the IATA Billing and Settlement Plan, and other sources – as it is loaded into a global origin and destination database. By identifying errors automatically before they reach the central repository, Sabre has improved customer satisfaction, increased reliability, and reduced manual detection and correction of data quality issues.

Worldwide Offices

North America

United States

- **Atlanta,*** GA (770) 395-9913
- **Baltimore,** MD Professional Services: (703) 247-5565
- **Boston,*** MA (781) 224-7660
- **Channels,** (800) 969-4636
- **Chicago,*** IL (630) 971-6700
- **Cincinnati,*** OH (513) 891-2338
- **Dallas,*** TX (972) 490-1300
- **Denver,*** CO (303) 770-4440
- **Detroit,*** MI (248) 641-8820
- **Federal Systems,*** DC (703) 276-9006
- **Hartford,** CT (860) 249-7229
- **Houston,*** TX (713) 952-4800
- **Los Angeles,*** CA (310) 615-0735
- **Minneapolis,*** MN (651) 602-9100
- **New Jersey** Sales: (973) 593-0022
- **New York,*** NY Sales: (212) 736-7928
Professional Services: (212) 736-4433, ext. 4443
- **Orlando,** FL (407) 562-1852
- **Philadelphia,*** PA Sales: (610) 940-0790
- **Phoenix,** AZ (480) 346-1095
- **Pittsburgh,** PA Sales: (412) 494-9699
- **St. Louis,*** MO (636) 519-1411
- **San Jose,*** CA (408) 453-7600
- **Seattle,** WA (206) 624-9055
- **Washington,*** DC Sales: (703) 276-9006
Professional Services: (703) 247-5565

Canada

Information Builders (Canada) Inc.

- **Calgary** (403) 437-3479
- **Montreal*** (514) 421-1555
- **Ottawa** (613) 233-7647
- **Toronto*** (416) 364-2760
- **Vancouver** (604) 688-2499

Mexico

Information Builders Mexico

- **Mexico City** 52-55-5062-0660

Australia

Information Builders Pty. Ltd.

- **Melbourne*** 61-3-9631-7900
- **Sydney*** 61-2-8223-0600

Toll-Free Number

- **Sales, ISV, VAR, and SI Partner Information**
(800) 969-4636

Europe

- **Belgium*** Information Builders Belgium
Brussels 32-2-7430240
- **France*** Information Builders France S.A.
Paris 33-14-507-6600
- **Germany** Information Builders (Deutschland)
Eschborn* 49-6196-77576-0
- **Italy** Information Builders Italy Srl
Genoa 39-010-64201-224
Milan 39-02-2515181
Turin 39-011-5513-211
- **Netherlands*** Information Builders (Netherlands) B.V.
Amsterdam 31-20-4563333
- **Portugal** Information Builders Portugal
Lisbon 351-217-217-400
- **Spain** Information Builders Iberica S.A.
Barcelona 34-93-344-32-70
Bilbao 34-94-452-50-15
Madrid* 34-91-710-22-75
- **Switzerland** Information Builders Switzerland AG
Dietlikon 41-44-839-49-49
- **United Kingdom*** Information Builders (UK) Ltd.
London 44-845-658-8484

Representatives

- **Austria** Raiffeisen Informatik Consulting GmbH
Vienna 43-12-1136-3870
- **Bahrain** InfoBuild Middle East
Dubai 973-17-536-222, ext. 312
- **Brazil** InfoBuild Brazil Ltda.
São Paulo 55-11-3285-1050
- **China**
Information Builders China (IBC)
Beijing 86-10-5128-9680
Beijing Xinrong Software Technology Co., Ltd.
Beijing 86-10-5873-2031
- **Denmark** InfoBuild AB
Kista, SE 46-735-23-34-97
- **Egypt** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
- **Ethiopia** MKTY IT Services Plc
Addis Ababa 251-11-5501933
- **Finland** InfoBuild Oy
Espoo 358-207-580-840
- **Greece** Applied Science
Athens 30-210-699-8225
- **Guatemala** IDS de Centroamerica
Guatemala City 502-2412-4212
- **India*** InfoBuild India
Chennai 91-44-42177082

- **Israel** SRL Group Ltd.
Tel Aviv 972-3-7662030
- **Japan** K.K. Ashisuto
Osaka 81-6-6373-7113
Tokyo 81-3-5276-5863
- **Jordan** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
- **Korea**
UVANSYS
Seoul 82-2-832-0705
- **Kuwait** InfoBuild Middle East
Dubai 965-22322926
- **Lebanon** InfoBuild Middle East
Dubai 961-4-533162
- **Norway** InfoBuild Norway
Oslo 47-48-20-40-30
- **Oman** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
- **Poland/Central and Eastern Europe** InfoBuild SP.J.
Warsaw 48-22-657-00-14
- **Qatar** InfoBuild Middle East
Dubai 974-467-7311
- **Russian Federation** FOBOS Plus Co., Ltd.
Moscow 7-495-926-3358
- **Saudi Arabia** InfoBuild Middle East
Riyadh 996-1-2180280
- **Singapore**
Automatic Identification Technology Ltd.
Singapore 65-6286-2922
- **South Africa**
InfoBuild South Africa (Pty.) Ltd.
Gauteng 27-83-4600800
Fujitsu Services (Pty.) Ltd.
Johannesburg 27-11-2335911
- **Taiwan** Galaxy Software Services
Taipei 886-2-2586-7890
- **Thailand** Datapro Computer Systems Co. Ltd.
Bangkok 662-679-1927, ext. 200
- **Turkey** InfoBuild Middle East
Ankara 90-312-266-33-00
Istanbul 90-212-325-4114
- **United Arab Emirates** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
- **Venezuela** InfoServices Consulting
Caracas 58-212-763-1653

*Training facilities are located at these branches.