

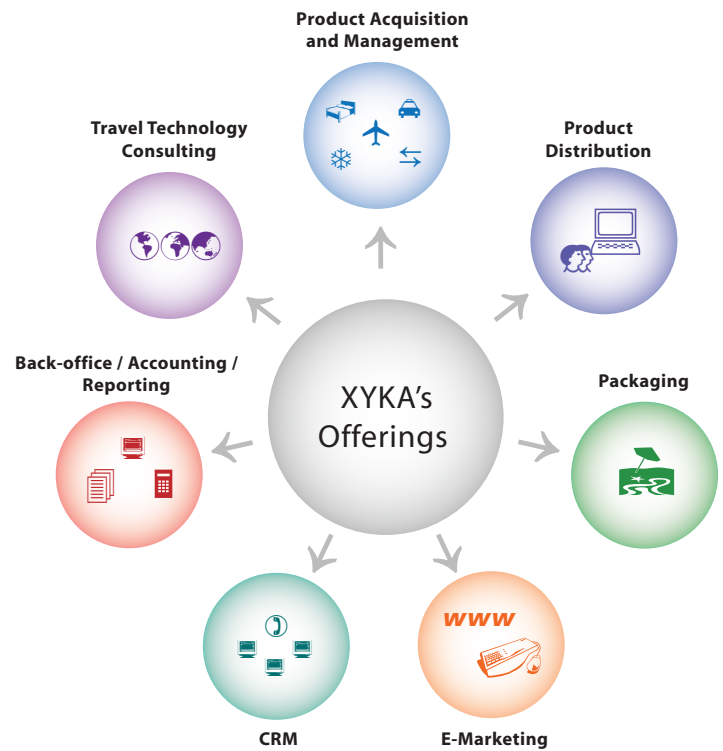


xyka™

driving success. delivering value.



**XYKA Solution for  
Tour Operators**



## Challenges and Opportunities for Tour Operators Today

- ◆ As a tour operator, are you able to effectively manage your supplier negotiated contracts?
- ◆ Do you have access to ancillary travel products that expand your offerings and enable you to package your negotiated products?
- ◆ Does your reservation system enable you to sell across multiple distribution channels?
- ◆ Does data seamlessly flow from your front office to your back-office system?
- ◆ How well are you branding and designing your web site?
- ◆ Is your site optimized for search engines?

These are the questions that XYKA tries to answer through its Tour Operator Solution offerings.

XYKA's offerings for tour operators include the following:

- 1) Product Acquisition and Management
- 2) Product Distribution
- 3) Packaging
- 4) E-Marketing
- 5) CRM
- 6) Back-office / Accounting / Reporting
- 7) Travel Technology Consulting

“ XYKA and Blue Sky Tours have a common goal in that we both want to provide our customers with a quality product at an excellent value. We would like to thank XYKA for meeting our high standards in a very timely manner ”

Levi Sanchez  
Director of Electronic Distribution,  
Blue Sky Tours



## Product Acquisition and Management

Tour operators can effectively load and manage their negotiated supplier contracts using the XYKA Travel Platform. Contracts can be managed for airfares, hotels, cars, transfers, activities and insurance.

Using XYKA Travel Platform's B2B Supplier Gateway and XYKA's affiliate of partners, tour operators also have access to a whole range of ancillary travel products that can be used to complement their existing negotiated product offerings. These include airfares, hotels, activities, insurance and package tours that can be sold online.



## Product Distribution

Once the tour operator has identified the products it wants to sell online, XYKA can assist in selling the same products across multiple distribution channels – online consumer, call center, sub-agent interface or corporate. Different pricing can be associated with different distribution channels.



## Packaging

The XYKA Packaging Solution enables Tour Operators to create a pre-defined package using travel products as building blocks. The travel products can be sourced from the negotiated contracts or partner products. The tour operator also has the option to dynamically package travel products in real time. A real time check for inventory is made every time an end user does a search for a package. A rules based engine gives tour operators control over pricing and discounts for these packages.



## E-Marketing

XYKA's extensive experience in building travel portals and web sites makes it a perfect partner for tour operators looking at building a travel web portal and using the web to sell across multiple distribution channels.

XYKA offers the following e-Marketing services for tour operators

- 1) Web Portal Design and Production
- 2) Travel 2.0 features integration
- 3) Search Engine Optimization and Search Engine Marketing
- 4) Site Analysis and Review

### 1) Web Portal Design and Production

The objective over here is to build an intuitive user friendly web site with rich engaging content and eye-catching designs which is closely integrated with the booking process.

XYKA will work closely with you to understand your online goals and deliver solutions which meet these goals. It is our endeavor to ensure that the web site effectively communicates your brand and enables you to sell more.

The core booking engine functionality, mid-office and back-office interface for your travel portal can be provided through the XYKA Travel Platform. The XYKA Travel Platform is a feature rich product encompassing negotiated and public fares and rates, GDS, air and hotel system interfaces, dynamic and pre-packaged tours, car rental, insurance, activities and rich content interfaces using XML and Web Services.

The Site Manager and Enhanced Content Viewer can be used to create intuitive interfaces and a rich user experience.

### 2) Travel 2.0 Features Integration

As Web2.0 meets travel a new genre of travel web sites are evolving which encourage new forms of online interactions and user collaborations. The Travel 2.0 plug-in component in the XYKA Travel Platform enables tour operators to take advantage of this next generation of technology to create more compelling products. The Travel 2.0 plug-in provides features like user generated reviews, blogs, trip journals, map and destination rich content markups, integration into independent reviews and social networking sites, user forums, user experiences, photos and video storyboard, integration with rich multimedia content providers.

### 3) SEO / SEM

Once the travel web portal is built, it is important that tour operators increase it's visibility in the search engines results. XYKA will partner with you to help with search engine marketing. As a part of the search engine optimization strategy, XYKA will ensure that your travel web portal is optimized for search engines for optimum organic search placement. Services include keyword research and selection, meta tags creation, optimization for search engine crawlers, linking strategy development and implementation and web page submissions. Additionally XYKA can assist with your pay-per-click (PPC) and paid inclusions advertising campaigns.

#### 4) Site Analysis and Review

As a tour operator it is important for you to measure, analyze and understand the effectiveness of your online marketing activities. It is important for you to understand the leads generated, unique and repeat monthly visitors, areas of site visited, time spent, drop off rate, referring sites, campaign response rates and conversion rates by keyword, by search engine natural search results, by paid inclusion or pay-per-click program. It is important for you to understand which affiliates are generating the maximum revenue. XYKA has enormous experience in effectively setting up 3rd party web analytics tools such as Google Analytics and Web Trends. XYKA will work with you to configure and set up these tools. Once the tool has been setup, XYKA can help with analysis and interpretation of the web analytics data. Interpretation of data is the key for assessing site performance, identifying marketing channels that deliver the highest ROI and optimizing the site content and layout for generating maximum conversions.



#### CRM

The goal of CRM strategy is to enhance the end user experience in order to generate customer loyalty and boost revenue for the tour operator. XYKA CRM Solutions for tour operators include the following -

- Personalizing the client experience by keeping track of user preferences and profiles
- Inquiry Management (keep track of all traveler communications)
- Email confirmations of reservations
- Itinerary alerts through email, SMS or phone call
- Customer Loyalty / Reward Programs
- Email Marketing

XYKA can deliver CRM solution by utilizing key components from the XYKA Travel Platform or integrating with 3rd party CRM applications such as Microsoft Dynamics CRM or NetSuite.



#### Back-office / Accounting / Reporting

The back-office system enables tour operators to view all the booking details. Tour operators can track orders by various criteria including passenger name, order status, order date and service date. The reservation agent can issue vouchers for customers after order confirmation. The accounting system enables creations of

invoices and bills, keeps track of account receivables and payables and provides receivables and payments reconciliation. XYKA also has experience in interfacing with several 3rd party accounting, mid-office and back-office reservation systems.



#### Travel Technology Consulting

XYKA has been delivering technology solutions for the travel industry since inception. XYKA has a well balanced team of travel, technology and business experts. This unique blend enables us to evaluate your business concerns and goals before translating these into technology requirements. XYKA follows a proven four-stage methodology to explore, design, develop and deploy successful solutions. The proposed solution will either make use of a relevant XYKA Travel Platform component or XYKA will develop new ones as necessary.

#### Corporate Headquarters

XYKA Inc,  
5201 Great America Pkwy, Ste 320  
Santa Clara, CA, 95054  
USA  
Tel: +1 408 340 1923

#### India Development Center

XYKA Software Pvt. Ltd,  
# 133/1, 2nd floor, Janardhan Towers,  
Residency Road,  
Bangalore - 560 025.  
India  
Tel: +91 80 4112 5775  
+91 80 4121 5775  
Fax: +91 80 4126 9952

To learn how XYKA can help your company realize more value from its technology efforts, please visit our web site or send us an email.

[www.xyka.com](http://www.xyka.com) | [info@xyka.com](mailto:info@xyka.com)