

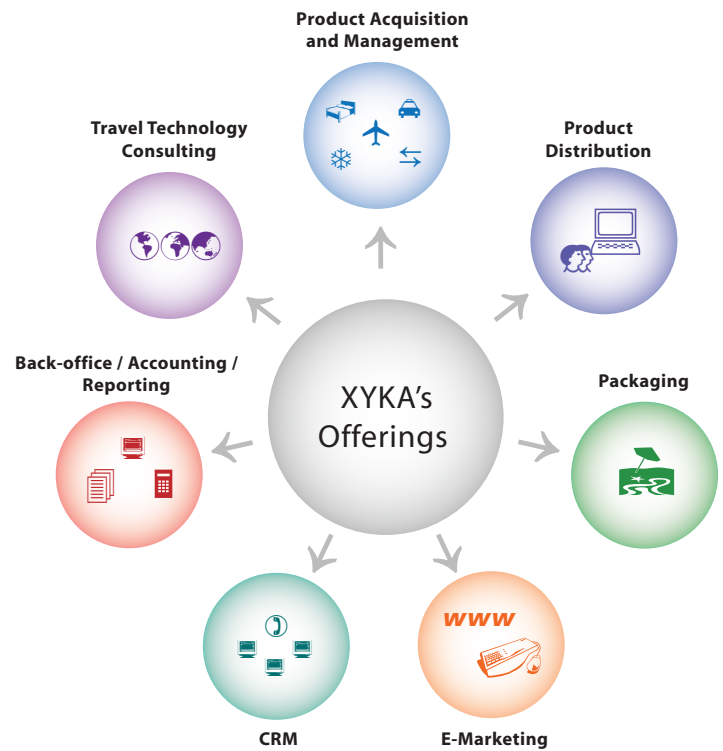


xyka™

driving success. delivering value.



**XYKA Solution for  
Travel Agencies**



## Challenges and Opportunities for Travel Agencies Today

- ◆ Do you have access to a wide range of travel products at the best possible rates?
- ◆ Are you able to easily manage all your negotiated supplier contracts?
- ◆ Does your reservation system enable you to sell across multiple distribution channels?
- ◆ Are you taking advantage of the affiliate channel to make bookings and tracking which affiliates generate maximum revenue?
- ◆ Does data seamlessly flow from your front office to your back-office system?
- ◆ How well are you branding and designing your web site to differentiate yourself from your competition and ensure that customers find you?
- ◆ Is your web site Travel 2.0 enabled for customers to share their experiences, upload pictures and provide reviews?
- ◆ How do you track site statistics and improve on these?
- ◆ How are you servicing and rewarding your customers once they have made a purchase?

These are the questions that XYKA tries to answer through its Travel Agency Solution offerings.

XYKA's offerings for travel agencies 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 was a perfect match for STA Travel's Internet needs; they were small enough to give us personalized attention, large enough to fulfill the Internet requirements of a million-dollar business, had excellent rates, and understood our online requirements and company as a whole. We have been extremely pleased with the outcome of this partnership, and we regard XYKA as a valued part of our online business success.”

Andria Piekarz  
VP Sales and Marketing, STA Travel



## Product Acquisition and Management

Negotiated Contract Management – Travel agencies that have their own negotiated contracts with suppliers can use the XYKA Travel Platform to effectively manage their contracts. Contracts can be managed for airfares, hotels, cars, transfers, activities and insurance.

New Product Acquisition – Using XYKA Travel Platform's B2B Supplier Gateway and XYKA's affiliate of partners, travel agencies can access a whole range of products including airfares, hotels, activities, insurance and package tours which they can sell online.



## Product Distribution

Once the travel agency 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 for Travel Agencies enables travel agencies to dynamically package travel products from multiple suppliers, consolidators or their own negotiated products in real time and sell these packages online. A rules based engine gives travel agencies control over pricing and discounts for these packages. A single package price is displayed to the user with the discount highlighted.



## E-Marketing

XYKA's extensive experience in building travel portals and web sites makes it a perfect partner for travel agencies 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 travel agencies

- 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 hotels systems 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 travel agencies 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 travel agencies increase its visibility in the search engine 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 travel agency 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 travel agency. XYKA CRM Solutions for travel agencies 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 3<sup>rd</sup> party CRM applications such as Microsoft Dynamics CRM or NetSuite.



#### Back-office / Accounting / Reporting

The back-office system enables travel agencies to view all the booking details. Travel Agencies 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.

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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.

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