

Amadeus GDS

Online Flight Ticket Reservation System



INTRODUCTION

Fortunesoft IT Innovations is a global IT solutions company providing full-cycle services in the areas of software development, web application development, webbased enterprise solutions, mobile application development and portal development. We are a leading service provider of Global Distribution System (GDS) integration for travel industry around the globe. We have designed and developed several Internet Booking Engines (IBE) integrating different GDS functionalities for many travel agencies and airline companies. Fortunesoft have designed and developed many number of online booking application systems for our clients in travel industry and have integrated various different GDS platforms to those applications.

OFFLINE TRAVEL BUSINESS CHALLENGES

There has been always a shear competition between traditional travel agencies and online airlines booking systems, to gain control of the world airlines services market. It is analyzed that the strong emergence of the online travel portals that act as online travel agencies caused the reason for the decline of business for the traditional travel agencies.



Fortunesoft analyses your business challenges to develop optimal solutions that can overcome those challenges.

There are several online travel attributes which makes the travelers go online than purchasing their tickets in-store. An online ticket purchase from a website allows the user to check the ticket availability, schedule and fare sitting in front of a PC or a mobile. Some of the common difficulties faced by the travelers who use offline booking are as follows:

- ✓ Online booking has become increasingly popular among travelers because it is simple, quick and easily accessible from anywhere from the world
- ✓ Offline bookings may not be always available 24/7 around the clock
- ✓ Offline systems are not always capable of providing real-time status update compared to an online system where the user can get his/her update on her PC or Mobile

WHY TRAVEL AGENCIES SHOULD MIGRATE TO THE INTERNET?

With general public access to the Internet, many airlines and other travel companies began to sell online to passengers. The introduction of internet and online system continues to challenge travel agencies profitability day by day. It is very important to understand what trends travel agencies need to be aware of to ensure that they stay ahead in the business and one step ahead in the market. Fortunesoft's custom developed IBE's can help travel agencies to focus on optimizing the profitability and increase travel agencies' revenues with service-fee models. Service fee is not only the way to compensate the lost revenue but our IBEs will also help to bring new customers and long-term profitability.

The travel agencies who have an internet presence of their own by creating travel websites, with detailed information and online booking capabilities will attain more profits in the near future.

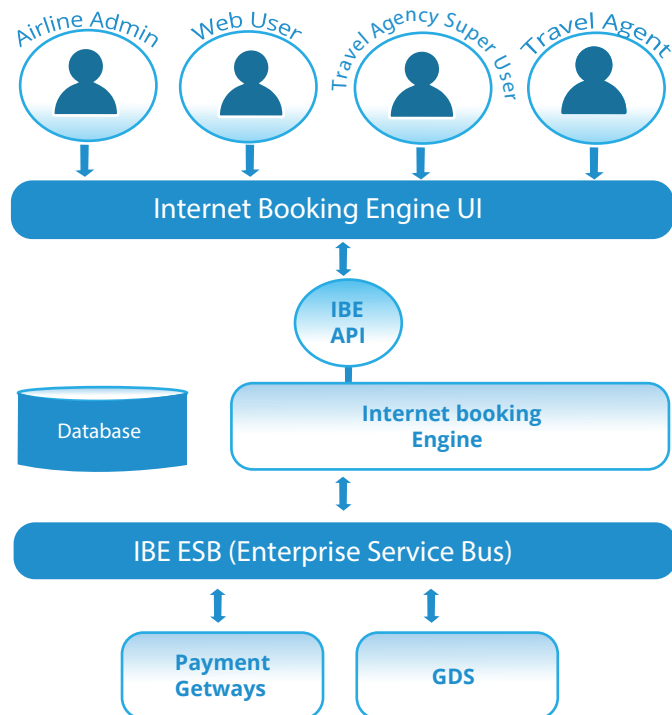
Today World Wide Web has changed the entire business world. To get the competitive advantage of the internet travel agencies should migrate to the online world. There are clients who value the ability of an agent to provide the personalized travel services to bring together different products and services that suit the needs of the users. Many travel agencies have developed their internet presence by creating their own travel websites with very detailed information and online booking capabilities. These travel websites helps visitors to sort the travel packages, check flight rates, compare hotels etc.

INTERNET BOOKING ENGINE (IBE)

An Internet Booking Engine is an application that helps and supports reservation of airlines, hotels etc. through the Internet. Online booking of an airline's inventory and can be integrated with any host GDS system such as Amadeus. Fortunesoft is highly efficient and capable in developing and various IBE's for different airline's companies, hotels, travel agencies etc. We have designed and developed many extremely complicated IBE's in the past for our precious clients. Our custom developed IBE's for our clients provides an intuitive interface for their customers in making the online reservation process simple and quick. Fortunesoft uniquely designed IBE's for several airline companies had superior menu structures and inter-locked calendars which ensured that the customer can only select valid input parameters.

KEY BENEFITS

- ✓ Increased online sales
- ✓ 24/7 hassle free booking
- ✓ Quick and reliable source for information
- ✓ Real time information generation through GDS integration
- ✓ Error free processing



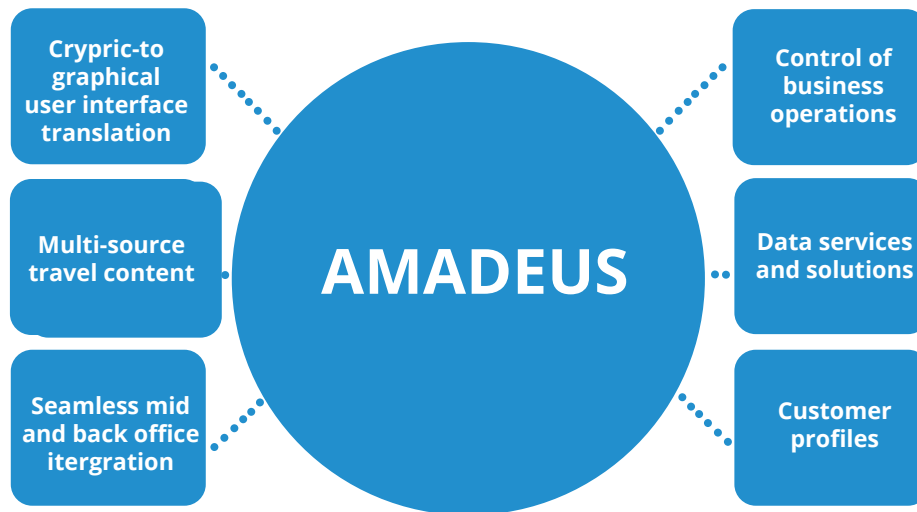
GLOBAL DISTRIBUTION SYSTEM (GDS)

Global Distribution Systems refer to the reservation tool used by travel agents for making an air travel service booking. GDS provides an international network for search, pricing, booking, ticketing and other processing services in real-time to travel providers and travel agencies through its distribution business area.

WHY AMADEUS?

Amadeus is a leading global distribution system and technology provider serving the marketing, sales, and distribution needs of the world's travel and tourism industries. Its comprehensive data network and database, among the largest of their kind in Europe, serve more than 57,000 travel agency locations and more than 10,500 airline sales offices in some 200 markets worldwide. The system can also provide access to approximately 58,000 hotels and 50 car rental companies serving some 24,000 locations, as well as other provider groups, including ferry, rail, cruise, and tour operators.

Amadeus GDS is chosen time and again over its competition because of a comprehensive offering of customized tools across the board in the travel industry. Its powerful, reliable and user-friendly software tools manage sales processes and agency networks while corporate travel management solutions allow business travelers to book arrangements from their desktop. Amadeus's e-commerce solutions range from a single connection to the most sophisticated travel e-commerce platform available in the world today.



SEO/SEM (INTERNET MARKETING SERVICE)

Search Engine Optimization; it is used to describe the process designing your website or portal in a way that it will appear higher in search engine rankings. Fortunesoft provides various Search Engine Marketing (SEM) services to our client in order to improve their overall business. An organizations website which is optimized for search engines can generate enormous advantages to the website and to that organization's business. Search Engine Optimization (SEO) is the key to success for any website or any web presence. SEO helps your business get found for relevant keywords when searches are conducted via search engines by producing quality contents and understanding the customers. SEO is the best customer acquisition strategy in online world.

Fortunesoft provides proven SEO/SEM services using only ethical techniques. Our search engine marketing ensures a high return on investment by achieving maximum visibility for your website within major search engines including Google, Bing, MSN and Yahoo! Search. Our SEO/SEM services provide numerous benefits:

- ✓ Round the clock marketing / service
- ✓ Website promotion
- ✓ Increase website traffic
- ✓ Increase in sales
- ✓ Higher return on investment (ROI)
- ✓ Get more relevant traffic
- ✓ Customer acquisition/ better conversion
- ✓ Measurable results
- ✓ Trust building / competitive advantage/ reputation management
- ✓ Improved visitor experience / accessibility & usability of the website

WHY FORTUNESOFT

Fortunesoft as a leading software development company offers excellent website, mobile application, web application development and SEO services to our prestigious clients. We provide custom IBE development and GDS integrations services to our client in a cost effective manner. Our custom development services are also capable of integrating the new IBE's and GDS's to support the existing systems of our client's. Our past experience for working with different airline companies and travel agencies and excellent service delivery capabilities makes us the right choice for our clients in this domain. We offer the following advantages to our clients:

- ✓ Lower design and development cost
- ✓ High system availability and performance
- ✓ Reduced risk and improved operational efficiencies
- ✓ Efficient information integration capability
- ✓ Reporting capability
- ✓ Easier migration from legacy system to new application
- ✓ Higher internet traffic to the website
- ✓ More return on investment (ROI)
- ✓ Expertise in developing solutions for international travel agencies

“ Fortunesoft has recently completed a complex API integration project, to create a customised flight booking application for each of our travel websites. The organisation has been a joy to work with. All staff members have proved highly creative and technically skilled; very responsive to our requirements and have shown meticulous attention to detail. Communication with the team has been excellent and the resulting application exceeds our expectations. We now see Fortunesoft as an integral part of our future web development strategy, and look forward to continuing our work together.

- John Pope, Managing Director, Alternative Airlines - London, UK.

