

# Global Distribution System Integration

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## INTRODUCTION

Fortunesoft IT Innovations is a global IT solutions company providing full-cycle services in the areas of software development, web application development, web-based enterprise solutions, mobile application development and portal development. We are an Information Technology (IT) service firm headquartered in Bangalore, India offering Onsite/ Offshore design and development services to our clients in various locations around the world. Our custom designed and developed solutions are highly cost effective and are capable of promoting awareness and online business of our customers.



We are a leading service provider of Global Distribution System (GDS) and Affiliate Networks integration for travel industry on various services like online booking of airline tickets, hotels, rental cars, cruise ships, holiday packages etc. around the globe.

We deliver vital functionalities to your business by designing, developing your travel website, integrating your booking engine with an Affiliate Network or a GDS platform. We further undertake subcontracted works for IBE development and Affiliate Networks/ GDS integrations from our clients who likes to team up with us for their design and development process. With our extensive knowledge and experience in the travel domain and processes, we provide first-rate customized and cost effective solutions leveraging the power of latest technologies.

## INTERNET BOOKING ENGINE (IBE)

An Internet Booking Engine is an application that helps supports reservation of airline tickets, hotels, rental cars, cruise ships, insurances etc. through an online system. The internet booking of any travel inventory should be integrated with any of the host GDS systems or an Affiliate Network. Our custom developed IBE's for our clients provides an intuitive interface for their customers in making the online reservations. Fortunesoft uniquely developed several IBE's for many airline and travel websites that had superior menu structures and inter-locked calendars which ensured that the customer can only select valid input parameters.

Fortunesoft developed IBE's provides two-way interface either with the Affiliate Network providers like Expedia, Travelocity, Orbitz etc., or with GDS service providers like Sabre, Amadeus, Worldspan etc. Our IBE users can easily take their inventories from huge community of travel agents linked to GDS systems, or hundreds of internet booking sites. Reservations made through the website endow similar features which the customer would directly obtain from the provider's website, including relevant information and updates. Real time adjustments to ticket price, availability and hotel room availability are possible via Internet Booking Engine and through GDS. Reservations made via GDS can be viewed, cancelled or modified online from anywhere around the world. We also ensure -

- Increased online sales
- Error free processing
- 24/7 hassle free booking
- Low-cost electronic channel distribution services
- Quick and reliable source for information
- Ease-of-use and browser-based technology
- Real time information generation through GDS integration
- Flexible and intuitive

## GLOBAL DISTRIBUTION SYSTEM AND AFFILIATE NETWORKS



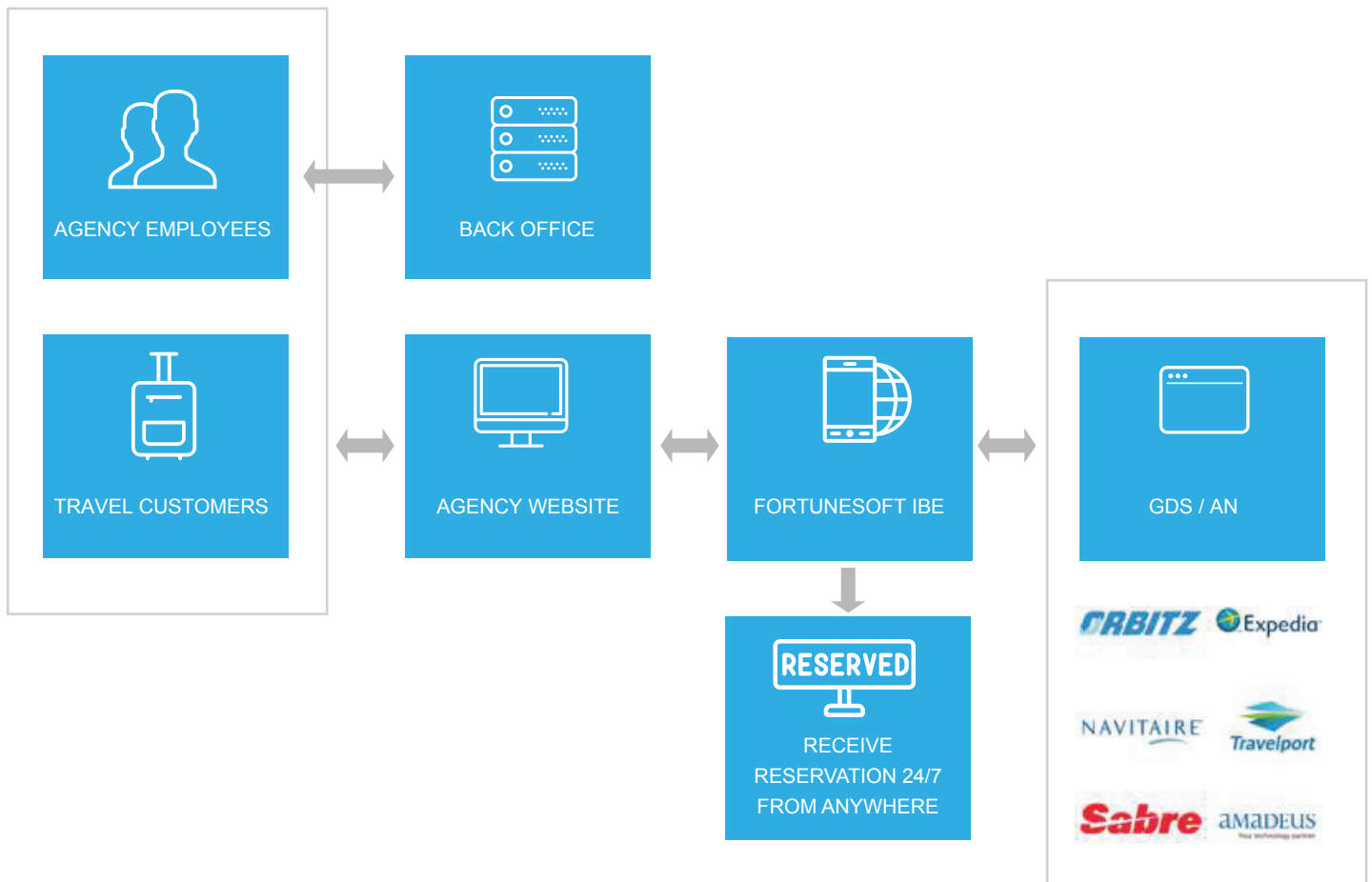
GDS is a very powerful reservation tool used by agents for making airline, car rental, hotel and other travel services booking. GDS provides an international network for searching, pricing, booking, ticketing and other processing services in real-time to travel providers and travel agencies through its distribution business area. GDS uses computerized systems and digital databases to restore information and make transaction through internet. GDS system provides customer access to check worldwide travel service provider through internet. GDS is an interface on which all relative service providers, such as airline companies, car rental companies, travel agents, and hotels can facilitate B-B or B-C e-commerce business model. Because of GDS, customers can seek for total solution rather than checking with different travel companies individually.

We take a step ahead in helping our clients to achieve their goals, by providing assistance in certification and licensing, from various GDS service providers.

An Affiliate Network acts as an intermediary between Global Distribution Systems and your website. The Affiliate Network obtains information from the Global Distribution System when a search or a booking is made through the booking engine in your website. Affiliate Networks, further helps reduction in cost, as travel agencies or websites need not have to acquire licenses from the GDS Providers directly. Affiliate Networks are not always necessarily linked only to one particular GDS but can be affiliated with multiple GDS's. In many cases, regional service providers (local airlines, hotels etc.,) who do not have the capabilities to be listed by a GDS, register themselves under an Affiliate Network. This increases the span of information that the booking engine can acquire resulting in increased sales through the IBE. Some widespread Affiliate Networks that we work on are Expedia, Travelocity, Orbitz, Priceline etc.

At Fortunesoft we help you develop an Internet Booking Engine and integrate it with an Affiliate Network or directly with a Global Distribution System.





## WHY FORTUNESOFT

- ✓ Availability (99.9% of the time)
- ✓ Quick response times (up to a fraction of a second)
- ✓ Multiple booking capabilities
- ✓ Top of the line architecture

## SEO/SEM

Search Engine Optimization (SEO) is used to describe the process of designing your website or portal in a way that it will appear higher on search engine rankings. Fortunesoft provides various SEO and Search Engine Marketing (SEM) services to our clients in order to improve their overall business. Any organization's website which is optimized for search engines can bring enormous advantages to that organization's business. SEO is the key to success for any website or 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 the 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
- ✓ Trust building / competitive advantage/ reputation management
- ✓ Increase in sales
- ✓ Higher return on investment (ROI)
- ✓ Customer acquisition/ better conversion
- ✓ Measurable results

## 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 turning concepts to reality offering cost effective solutions and services to many of our esteemed clients. Our custom development services are also capable of developing new IBE's and integrating various GDS's with them to support the existing systems of our client's. Our past experience for working with different airline companies and travel agencies with excellent service delivery capabilities makes us the right choice for our clients in this domain. Fortunesoft offers the following advantages to our clients:

- ✓ Cost benefits
- ✓ Expertise in developing IBE's with multiple GDS integration
- ✓ Reduced risk and improved operational efficiencies
- ✓ Experienced staffs and skilled resources
- ✓ Easier migration from legacy system to new application
- ✓ Offshore maintenance and support service
- ✓ Higher internet traffic to the website
- ✓ More return on investment (ROI)
- ✓ Flexible resource availability
- ✓ Offshore partner for your travel solution

