A GLOBAL TOUR OPERATOR EXPANDED MEMBERSHIPS AND INCREASED BOOKINGS

With Rezopia, an integrated platform for end-to-end travel management

REZOPIA™
DIGITAL TRAVEL PLATFORM

Enhance traveler experience, increase operational efficiencies and adapt quickly to dynamic business models with a holistic travel management approach

From Sonata Software - The Platformation Company

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Rezopia helped a membership-based tour operator to scale its operations and expand memberships globally

Our client is one of the top 5 players in the travel and tours industry using the multilevel marketing model. They sell curated travel and leisure products through their network of 250K+ independent representatives in more than two dozen countries.

OPPORTUNITY

Our client wanted to replace their existing system with a new platform that would help them in addressing the challenges they were facing with their current system in handling flash sales, adding new products and maintaining the system.

SOLUTION

The need for a scalable and cost-effective solution was met by Sonata's travel management platform, Rezopia.

- The Rezopia cloud-based platform supported membership sales, member onboarding, travel operations, and customer services

- The platform enabled e-commerce capabilities to support the sales of travel products such as air, cruise, hotels, tours & packages, and travel insurance as well as other ancillary non-travel products

- The platform's framework provided real-time connection & data transfer with leading GDS providers as well as direct integration with 3rd party suppliers and travel aggregators

With Rezopia, Sonata not only solved the client's problem of handling booking surges during flash sales but also provided a system which could cater to the future growth needs of the client.

KEY FEATURES

- Multichannel sales: B2C, B2B, Call Center, Mobile and Social

- CMS to add descriptions, pictures, documents, maps, and videos

- Rules Engine to manage pricing, promotions, payment & cancellation policies, and black-out dates

- Notifications on booking, cancellation, and modification

- Integrated back-office, and accounting system

20X TRAFFIC
DURING A FLASH SALE

200% GROWTH
IN BOOKINGS IN A MONTH'S TIME

KEY RESULTS

IMPROVED SCALABILITY
Platform was able to support spike in bookings during flash sales without any system outages

ENHANCED TRAVEL PRODUCTS
Business was able to create a variety of travel packages including ancillary products to attract more members

REDUCED RELEASE CYCLE
The time required to develop and roll-out new features went down by 30%

INCREASED GLOBAL REACH
Client entered new geographies faster with an efficient operations support for larger number of countries

CONNECTED   **INTELLIGENT**   **OPEN**   **SCALABLE**

An integrated platform for travel service providers and suppliers to operate across digital & in-store channels

Customer data & web analytics for contextual recommendations and personalized experience

Components with open standard APIs enabling integration of the platform with third party systems

Modular components with REST APIs and cloud deployment for business & transaction scalability

MULTI-PRODUCT RESERVATIONS

Increase conversion rates across channels | Reduce search to book time | Improve yield management

Products and Packages	**Power to the traveler and the operator** Fulfill varied traveler requirements with an array of products, dynamic packages and, flexible itinerary options across geographies	Travel products – Air, Cruise, Hotel, Rail; Dynamic & Configurable Packaging, Pre-packaging, Group tours Pre-set itineraries based Multi-day / multi-product packages; Multi-currency & Multi-language
Content and Commerce	**Engaging content and faster booking** Help travelers to make booking decisions faster with clear product presentation and contextual notifications	Content management, Templates, Integrated workflow Multi-product & guest checkout, Notifications & Rule engine for promotions & discounts

OMNI-CHANNEL ENGAGEMENT

Increase opportunities for cross-selling and up-selling | Improve customer experience through enhanced touchpoints

Digital Channels	**Unified customer engagement** Deliver seamless user experience across channels with multi-product bookings in a single checkout	B2C & B2B, Unified shopping cart & payments, Mobile apps for booking & post-booking, Supplier / Agent microsites, Social network integrations
Stores & Call Centers	**Superior customer service & assistance** Give a personalized experience and quicker resolutions to customers by assisted sales and delegated booking	Assisted booking in stores and over call centers Delegated booking on behalf of customers / agents, Notes creations, Package modification

PRODUCTS & CONTRACTS MANAGEMENT

Gain real-time visibility of inventory and channel allocations | Maximize yield with comprehensive pricing and rules engine

Inventory & Pricing Management	**Maximized yield & Increased efficiencies** Provide the ability to optimize distribution across channels with real-time inventory management Offer flexibility & control over markups and differential pricing across channels with intelligent rules engine	Custom contracts with suppliers / aggregators, Commission management, Supplier managed pricing and inventory, Real-time inventory management engine Markup management, Yield maximization, Differential pricing across channels, Pricing ules engine
Supplier Integration	**Diversified & specialized product offerings** Provide integrations with a variety of suppliers to manage a wide product portfolio with negotiated / direct contracted products	Integration with leading GDSs, hotel aggregators and activity providers Scalable integration framework, Real-time data processing

Operations, Back-office, CRM & Accounting: Reservations management (Reservation history across channels, booking / reservation modification); Dashboards / Reports: Booking and revenue tracking, custom reports, percentage reports, multi-format reports; In-built accounting and CRM, integrates with leading ERP systems. **Rezopia is available on Microsoft AppSource.**

Deep domain expertise in travel

10+ years of experience with many marquee names in the travel industry

Experience across multiple segments: Tour Operators, OTAs, Railways, Hotels, Cruises, Airlines, and Corporate Travel

600+ domain experts

Best-fit solutions for enterprises

Industry ready solution assets that reduce TCO and time-to-market

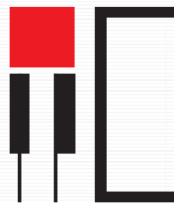Proven large scale implementations

Delivery Excellence through customer-specific CoEs

Focuses on adoption of best practices and enhanced productivity

Delivers sustained value over the long term

Helps clients across maturity levels: from travel leaders seeking innovation to start-ups exploring disruptive ideas
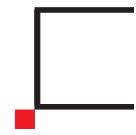
Global Delivery Model

Reach, Quality and Cost-Effective Service

Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezopia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.

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