REZOPIA™
DIGITAL TRAVEL PLATFORM

INTEGRATED DIGITAL PLATFORM FOR END-TO-END TRAVEL MANAGEMENT

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

❖ Comprehensive capabilities for core operations of travel business: reservations, contracts, packaging, operations, distribution and back office operations

❖ Ease of integration with travel ecosystem: partners, suppliers, and seller channels

❖ Out-of-the-box capabilities for omni-channel commerce & marketing, mobility, and analytics

❖ Flexible and configurable platform for increased responsiveness of business and IT

❖ SaaS based platform hosted on Azure or AWS for lower TCO

❖ Only travel platform certified by Microsoft and available on AppSource

From Sonata Software - The Platformation Company

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Rezopia, an end-to-end travel management platform

Digitally Connected Traveler and Tourist

Travelers are rapidly moving towards digital channels to manage all aspects of their travel: search & planning, booking, managing the itinerary, specifying individual preferences, and even sharing feedback, which is now done through social media. Travelers relate to their digital experiences in other industries and often set those experiences as a benchmark when interacting with a travel operator. Delivering a superior digital experience, therefore, becomes imperative for acquiring & retaining today's traveler.

Scalable Travel Operations

To serve a holistic travel experience, travel operators and service providers need to integrate with a variety of suppliers and partners. The wherewithal to quickly onboard new suppliers can become a differentiator in serving the traveler with their desired products & packages. Furthermore, the ability to manage new partners and their associated contracts, without impacting the current supplier portfolio is critical to business scalability.

Innovative Travel Business Models

As the travel industry evolves, operators are constantly seeking newer business models to increase revenue and improve customer retention and loyalty. Flexibility to innovate becomes key to identify and serve new customer segments and open up new channels of revenue through effective partnerships.

Rezopia, with a holistic travel management approach, helps travel and tour operators to enhance traveler experience, increase operational efficiencies and adapt quickly to dynamic business models. With an integrated offering that includes travel applications, omni-channel commerce, mobile touchpoints, and analytics, Rezopia balances a rich feature set with the operational flexibility that a travel business needs.

Rezopia travel platform can be adapted to rail operations, corporate travel and airline holiday services.

60%
Of the distribution network for most tour operators consists of online channels
- TrekkSoft, 2016

30%
Of all direct online travel bookings are happening via mobile
- Rezdy

CUSTOMER SUCCESS

AUSTRALIAN RAILWAY OPERATOR

Handled desired reservation volume with consistent omnichannel customer experience

Sonata's Rezopia provided a cloud-enabled intuitive rail operations platform. The solution offered next-generation travel reservations, distribution, and operations, resulting in increased uptime, and higher revenues.

6,000
BOOKINGS PER DAY
Handled by the Rezopia platform

LEADING MEMBER BASED TRAVEL COMPANY

Scaled their platform to handle greater transaction volumes

Rezopia provided the development accelerator and scalable cloud-based platform that supported associate based booking, travel operations, and customer services. Rezopia also supported e-commerce capabilities for multiple channels.

20X
TRAFFIC
Handled during a mega sales event organized by the travel company

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

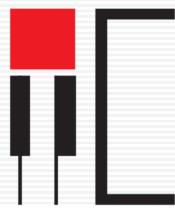**Delivery Excellence through customer-specific CoEs**

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
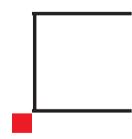
Global Delivery Model

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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