



Highlights

- Provide a consistent customer experience
 - Improve time to market for new products and services
 - Gain the ability to adapt effectively to change
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Core systems modernization for travel and transportation

Next-generation reservations

In a changing world, reservation systems are asked to do more—provide improved customer insight, quickly integrate new functionality to improve customer experience, push traditional functionality into the hands of the consumer, and modify business rules to meet market demands—while helping travel and hospitality companies reduce operational costs. Existing reservation systems handle high volumes and dozens of external interfaces, yet they are challenged to adapt quickly to today's business demands.

The core systems modernization strategy for travel and transportation from IBM can help you transition to a next-generation reservation environment by using a flexible service oriented architecture (SOA) framework to allow more effective integration across platforms and systems. This approach will allow you to take advantage of the agility of a new generation of distributed platforms and technologies while leveraging your existing system. IBM can help you transition to a modernized reservation system that gives you a solid solution for current processes and near-term opportunities, as well as providing a platform for an uncertain future.



Enable the delivery of a consistent customer experience

Core systems transformation is key to delivering new products and services more efficiently, and enabling an improved and consistent customer experience. Modernizing your system can help you better serve your business and leisure travelers. Customer-facing staff should be focused on your customers, not on system complexities. With core systems modernization, you can transform to an SOA-integrated environment that makes it easier and faster to introduce improved workflows. You can offer any customer function as self-service, should you choose. A modernized solution can help you:

- Provide a more consistent experience for customers, regardless of the sales or service channel.
- Introduce advanced capabilities enabled by rule-engine technology to automate, or semi-automate complex and critical customer service processes such as service recovery.
- Reduce costs for IT development and maintenance, distribution, reservations and customer service.

Improve time to market for new products and services

With a modernized solution from IBM, you can offer your customers new products and service options more efficiently and consistently through their choice of delivery channel. This approach allows you to adapt your system to the way you do business. You can offer customers a wider range of choices by bundling services with fare products or for customer segments.

A modernized approach enables a broad range of flexibility to define product features and service options. By extracting business rules from legacy applications and placing them into the hands of your business users or system administrators, you can more easily adapt to business demands. This can help you offer your customers more personalized products and services consistently across all channels.

Gain the ability to adapt effectively to change

Because there is no way to know what new opportunity or challenge lies just over the horizon, one of the most important features this modernization approach offers is the ability to adapt effectively to change. Four key capabilities for achieving this are:

- **Configurability:** Choose from extensive options for setting the functional workflow or product and service parameters to quickly adapt those settings as needs evolve.
- **Rule-based processes:** Gain the flexibility and agility to change business processes either automatically or based upon user-defined and managed rules.
- **Solution options and expansion:** Leverage a modular design to choose from select a la carte features as needed; expand your capabilities quickly, with lower cost and risk than a complete system change.
- **Solution enhancement:** Utilize competitive edge functions built on a modular application design to enhance or extend the solution faster, with less development time and at a lower-cost.

Transition to a next generation reservation system

IBM is familiar with the extreme demands of the reservation system environment, having played a central role in the launch of the first automated reservation systems and a leading role in reservation system technology ever since. As the travel industry has evolved, IBM reservation system technology has kept pace. As one of the travel industry's leading technology providers, IBM is uniquely positioned to help you make the transition to a next-generation reservation system.

With a core systems modernization strategy from IBM, a European passenger railway reduced time to market for new offerings and enhanced their customer service. The railway needed to rapidly introduce new products and services to address changing market opportunities, as well as provide personalized service for customers through all sales channels. The solution helped transform customer sales and service systems using a modern systems integration platform that increased business agility. As a result, the railway reduced time to market for new offers and pricing by 66 percent. Application management cost decreased by 5 percent, and a revenue increase of 5 percent is expected based on early results.

When you are ready to take the next step, IBM offers planning workshops, conceptual designs and proof of concept projects to help you envision and build a modernization roadmap for your next-generation reservation system.

Why IBM?

IBM has worked with more than 100 travel and transportation companies to help streamline their operations. As a long-time leader in the development of applications and tools for the industry, some highlights include:

- 1962: IBM developed the SABRE (Semi-Automatic Business-Related Environment) reservation system with American Airlines, the industry's first to work over phone lines in real time. The system linked high-speed computers and data communications to handle seat inventory and passenger records from terminals in more than 50 cities.
- 1987: AMADEUS, a consortium of Air France, Lufthansa, Iberia and SAS, awarded IBM a contract to provide more than USD100 million in equipment and systems software for a global travel information and distribution system.
- 1988: Galileo, a European consortium of 10 leading airlines, placed one of the largest orders for IBM equipment ever signed by IBM in Europe.
- 1996: IBM partnered with American Express to pilot smart cards for ticketless air travel.
- 2009: IBM collaborated with Air Canada to develop the first Apple iPhone application among North American airlines.
- 2010: IBM worked with Qantas to deploy next-generation check-in, including the delivery of custom designed Q-Card radio frequency ID (RFID) readers.

With more than 7,000 customer implementations worldwide, IBM is the SOA market leader. This leadership in SOA is further illustrated by a thriving community of greater than 120,000 architects and developers, 300 SOA-specific technology patents, 2,000 universities advancing the SOA curriculum, and 7,420 IBM Business Partners building SOA skills, solutions and practices. In addition, IBM offers these critical capabilities:

- Deep experience with reservations system technology
- Both mainframe and distributed system platform hardware and system software
- Leading edge development tools and application server technology
- Powerful rules engine technology to deliver exceptional flexibility
- Analytical and CRM products to enable deeper insight and closer customer relations
- Operational management products to deliver industrial strength system controls
- A full scope of development and operational services

For more information

To learn more about core systems modernization for travel and transportation please contact your IBM representative or IBM Business Partner, or visit: ibm.com/travel

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