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## Highlights

- Provides a cognitive, omnichannel travel retailing and digital commerce platform
  - Leverages IBM cognitive computing, analytics, mobile, iX, and cloud services
  - Integrates IBM machine learning and omnichannel expertise with Datalex digital commerce capabilities for dynamic pricing, cognitive offer optimization and order management
  - Helps you anticipate and act on each traveler's preferences throughout virtually all stages of the traveler's journey to achieve true personalized retailing
  - Enables travel sellers to match their offerings to each individual traveler's preferences, history and context
  - Helps you achieve business objectives while reducing up-front expenses and long-term capital expenditures
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# IBM Travel Retail

*Digital omnichannel travel retailing platform for personalized customer offer optimization*

Airlines, hoteliers, car rental companies, cruise lines and intermediaries have been working to improve customer engagement by learning what customers need, when they need it and what they're willing to pay for it. While there has been progress, the underlying objective—obtaining and leveraging buyer behavior information to better serve the customer—has been elusive. Building a 360-degree view of the customer has been difficult when data and commerce functions are often locked in information silos across travel organizations.

Real personalization requires a depth of insight across data that travel sellers often have, but have difficulty accessing information about revenue management, loyalty programs and operations. Coupling an integrated commerce framework with internal data sources and other sources of value-added external data, like social media, weather data, destination information and news, has been complex.

IBM® Travel Retail uses next-generation machine learning technology to tap into the potential of travel companies' massive amounts of data. This cognitive commerce and digital transformation solution for travel retailing addresses the industry's challenges in personalizing the travel experience during the shopping, buying and in-journey stages. By enabling travel sellers to tailor their offerings to the individual traveler's preferences, history and context, IBM Travel Retail allows travel companies to achieve a new level of customer engagement, satisfaction, loyalty and lifetime value.



## Personalization

Selling the right product to the right customer, at the right time, through the right channel, and at the right price is key to effective travel retailing. Learning what the consumer wants and when they want it are the first steps, and require insight from multiple data sources inside and outside the travel seller enterprise. Using this insight to deliver the most relevant offers, guidance and advice for each traveler throughout virtually all phases of the travel experience can now happen automatically, in real time, with IBM Travel Retail. As a result, travel sellers can better engage travelers from before the point they first consider their next trip until after that journey is completed, increasing revenue, customer loyalty and lifetime value.

## Cognitive commerce

IBM Travel Retail uses machine learning as an integral capability for the shopping, buying and in-journey customer experiences. Cognitive technologies continually learn and adapt to inform the digital commerce pricing and offer management processes that deliver optimized offers, guidance and advice to the traveler. The platform learns in real time what offers are selected and what offers are not selected to better optimize price, promotion, and position of products and services. The system automatically integrates data from increasingly diverse sources to draw progressively complex webs of insight. The future of travel commerce is here today, thanks to cognitive computing.

## Digital transformation

The travel industry's shift to digitalization requires the right formula of people, systems, data and processes to foster businesses with greater agility, scalability and flexibility. As travelers and employees increasingly prefer to engage through digital channels, travel providers must implement a platform that delivers this new breed of consistent, connected and personalized digital customer engagement. IBM Travel Retail is the answer, and results in a more productive and efficient environment that delivers both higher customer satisfaction and more engaged employees, ultimately driving increased revenue.

## Cloud software as a service

Born and delivered on the cloud, IBM Travel Retail helps achieve business objectives while reducing up-front expenses and long-term capital expenditures. This quick-to-market platform deploys rapidly, helps simplify business and IT processes, and reduces infrastructure risk, which all drive business efficiency. The flexible cloud infrastructure provides an open application program interface (API) environment to support the growing distribution ecosystem of travel companies and suppliers. The IBM Travel Retail integration framework helps ensure the platform interoperates with virtually all required internal and external enterprise systems.

## Conclusion

IBM Travel Retail brings together IBM cognitive computing and cloud services with Datalex's leadership in travel commerce and retailing to enable travel sellers to optimize revenue and customer lifetime value through personalized digital customer engagement.

## **Why IBM?**

IBM is a leader in cognitive computing and cloud services, and combines world-class business, industry and technology expertise to deliver integrated solutions that can help turn strategies into results. Drawing on thousands of client engagements in the travel and transportation industries, IBM can help you deliver the customer experience and business agility that today's market demands.

## **For more information**

To learn more about IBM Travel Retail for travel and transportation, please contact your IBM representative or IBM Business Partner, or visit: [ibm.com/travel](https://ibm.com/travel)



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IBM Corporation  
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Produced in the United States of America  
June 2017

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