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## EB2 International: Online Booking Solutions and Strategic Services

Although Ecommerce has now established itself as a mainstream distribution channel within the travel industry, Airlines still face the challenge of effectively maximising online profitability, through cost reduction, higher volumes, and improved yield.

The online customer is continually evolving and although cost-saving is still a key driver, customers are increasingly seeking a balance of the lowest fare with the best fare conditions; and value with the most convenient dates and times of travel.

The challenge for Airlines is to combine a highly usable, interactive user interface which provides its customers with all available options, with clear visibility of fares and their conditions.

EB2 International enables Airlines to meet these challenges by leveraging the combination of our powerful, innovative technology backed by an experienced team.

### EB2

- EB2 specialise in providing Online Booking Solutions and Strategic Services **exclusively** to Airlines.
- Our mantra is to make online servicing simple and quick, and our product range offers solutions for various airline segments; consumer, corporate, travel agent, staff travel, redemption & call centre.
- Our customers range from regional to national carriers and we currently power 14 Airlines globally. We have successfully established their capability to **drive online revenue** through significant channel shift, accompanied by some of the highest conversion rates in the industry today.
- Strategically located Offices, Support & Hosting Centres meet the needs of our clients across the key time zones.
- EB2 provides a tailored service to Airlines requiring a customised solution that fits their business rather than having to fit their business to the solution. This customer centric approach to system design has allowed EB2 to become one of the fastest growing companies in this sector.



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## Powerful Technology

- EB2 technologies enable a robust, scalable, and high performing platform to parallel your growth.
- An agile development approach allows us to deliver against rapidly changing business requirements.
- Enhanced and innovative functionalities on a flexible platform, with core capabilities such as availability caching and price-led availability.
- The **service-orientated architecture** is built upon **best-practice Java technologies**, and also incorporates a Web Services API covering the breadth of search, price and book functions to enable full use by 3<sup>rd</sup> party airline applications.
- Connectivity to various backend/ back office systems are undertaken via adapters which ensure timely delivery & change as required.
- The configurable functionality offers **unprecedented flexibility** to quickly re-define booking workflows, create new fulfilment or discounting rules based on complex criteria, and efficiently customise a fully featured presentation layer.

## Partnership

Being GDS independent with no conflict of interest ensures EB2 can focus 100% on your business needs. Our team of industry specialists provide ongoing market and IBE analysis, enabling continuous refinement of the IBE and business processes.

Continual **innovation** ensures clients are first to market with industry-leading products. Examples have included caching technology, price-led selling, and calendar displays. This **speed to market** combined with our level of **customisation** has resulted in **high conversion rates** and significant **competitive advantage** for our clients.

Long term online success necessitates being able to build and develop the online proposition. EB2 International enables airlines to reach the next 'relational' phase of their online development whereby the valuable link they have with their online customer is truly maximised to the fullest.

### For further information please contact:

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