



## A multi-GDS global distribution reality

### Business Overview

To achieve greater centralised control over its business systems and practice, STA Travel chose to implement a single global IT operating system and infrastructure used by 2,000 staff, connecting over 6 million customers with tours and expeditions in 90 countries.

Core to this global initiative was the implementation of a centralised, efficient and scalable sales platform which brings significant benefits to the STA Travel consumer, agents, partners and suppliers worldwide. Datalex's Travel Distribution Platform now supports over 300 STA Travel branches worldwide, enabling STA Travel to operate in a multi GDS/CRS shopping and reservations environment.

### Project Objectives

- \* Multi-source procurement from GDS/CRS.
- \* Increase sales, productivity, and booking efficiency while lowering distribution costs.
- \* Centralise automation of back offices systems and procedures globally.
- \* Encompass all sources of air and land travel product and service available in one system.
- \* Enable dynamic shopping, pricing and rules capabilities.
- \* One view of the STA Travel customer across all divisions.
- \* Seamless booking transaction process from agent to consumer worldwide.

### Benefits/Return on Investment

- \* Significant increase in productivity.
- \* Increased margin up-sell of higher value product and services.
- \* Significant improvement in sales management control.
- \* Greater customer value, improved operational efficiencies and significant reductions in costs across its global distribution network.
- \* Reduction in administrative errors and associated costs.
- \* A global STA Travel experience connecting 6 million customers worldwide.
- \* Centralised automation of back office systems and procedures.
- \* Improved management reporting and accounts filing.
- \* Significant improvement in system response times for agents.

### Solution Overview

Having consulted with a number of potential vendors to provide the required architecture and functionality for a centralised sales platform, STA Travel selected Datalex to lead this project due to its extensive travel domain expertise, proven track record and the scalability of its solutions.

The sales platform will serve as the global point-of-sale system for the STA Travel Group worldwide. The solution provides STA Travel with advanced shopping and booking functions which enable a more efficient reservation process across multiple product sources and multiple geographic markets.



**A multi-source strategy**

*"Datalex has been successful in the implementation of the Travel Distribution Platform in support of our multi-source strategy. STA has already reaped rewards in terms of sales, revenue and productivity gains..."*

Peter Liney  
Chief Executive Officer  
STA Travel



Datalex: Winner, World Travel Award 2009, World's Leading Booking Engine Technology Provider.



## Functional Highlights

Built upon the Datalex Travel Distribution Platform (TDP), the solution integrates and replaces a variety of disparate enterprise software and systems previously installed in STA Travel.

### TDP functional components and applications include:

- ✦ The TDP fares pricing and shopping system centralises fares management across all markets and delivers valid and available air itineraries for public and private fares with advanced shopping capability.
- ✦ TDP land rates and inventory management for bus, rail and student identification.
- ✦ TDP integrates with third party inventory rates and management systems for hotel, car, insurance, attractions and group package contracts.
- ✦ TDP business rules enable dynamic pricing logic for validation and application of fare commission and discounting rules.
- ✦ Dolphin Travel Manager serves as a mid/back office component integrated into TDP to drive the end-to-end workflow in all of the STA Travel retail shops and call centres – from managing the fulfilment of the booking, to payment collection, reconciliation, customer relationship, documentation, travel accounting and MIS.
- ✦ The solution includes a sophisticated workflow and diary system as well as extensive accounting and reporting functionality.
- ✦ The solution will deliver enhanced quality control and automation by revalidating pricing at key moments within the fulfilment process and issuing the ticket automatically at the time of fulfilment.

The screenshot shows the STA Travel website's shopping basket. At the top, there's a navigation bar with 'STA Travel' logo and a search bar. Below that, a summary of the flight: 'Travel Time: 3h 10m', 'Total Distance: 1092 miles', and 'Flight price: \$687.00'. A table breaks down the flight price: 3 passengers, Base Fare \$193.49, Taxes \$35.51, and Booking Fee \$0.00. Below the flight details is a 'DISCOUNT CARD' section with a table:

Discount card	Price	Quantity	Discount card total
International Student Identity Card	\$20.00	2	\$40.00
International Student Identity Card	\$20.00	2	\$40.00

The total price of items in the cart is \$727.00. Below the cart, there are promotional banners for 'Are you Covered?' (international travel insurance) and 'Save money with an International Student Identity Card'.

## TDP at www.statravel.com

Following the introduction of a new operating structure in the US market, STA Travel focused on a strategic transformation that would help it to increase efficiencies in its business and drive growth in the future. Having already successfully implemented Datalex's Travel Distribution Platform to support their retail business, STA Travel retained TDP to implement its new online shopping and reservations site [www.statravel.com](http://www.statravel.com).

TDP now enables [www.statravel.com](http://www.statravel.com) to respond more quickly and more effectively to the needs of its youth market, providing user-friendly flows and easier access to a vast range of travel products including air, hotel, insurance and student ID cards.

Shopping basket functionality at [www.statravel.com](http://www.statravel.com)

## Project Objectives - [www.statravel.com](http://www.statravel.com)

- ✦ Replace STA Travel's incumbent internet booking engine with a scalable, high-performance solution that can support high volumes of searches and transactions.
- ✦ Provide shopping basket functionality for multiple product types including air, hotel, insurance and ID cards.
- ✦ Integrate with STA Travel's back office system, content management system and web reporting analytics.
- ✦ True multi-channel platform - online and point-of-sale application on common platform and infrastructure.

## Benefits/Return on Investment - [www.statravel.com](http://www.statravel.com)

- ✦ Significant increase in bookings evident within the 24 hour period after launch.
- ✦ Improved look-to-book conversion ratio.
- ✦ Enables STA Travel to dynamically adjust pricing to match prevailing market forces.
- ✦ A scalable solution that enables STA Travel to service future growth requirements without the need to install new hardware.

## Contact Information

Dublin, Corporate HQ +353 (0)1 806 3500  
 Atlanta USA +1 770 255 2400  
 Toll Free (USA & Canada) +1 888 234 1890  
 Manchester UK +44 (0)161 244 7200

Other office locations:

Amsterdam, The Netherlands  
 Johannesburg, South Africa

Please visit our web site for full contact information:

Web site: [www.datalex.com](http://www.datalex.com)  
 Email: [info@datalex.com](mailto:info@datalex.com)