

SureWare

Global Profile Management for the Travel Industry

SureWare Profile Tracker — for Agencies

Solution:

The changing dynamics of the travel industry serves as a mandate to secure control over corporate data. Our **global profile management system** streamlines and automates the administration of traveler profiles to improve productivity of travel programs. This system provides a **centralized database of traveler profiles** that are fully independent of reservation systems.

Proven Benefits:

- ◇ Reduce profile administration by over 75%
 - Traveler and/or assistant manage profile
 - Eliminate multiple points of data entry
 - Less errors and improved data integrity
- ◇ Mass creation and updates of profiles
 - GDS profile import and conversion
 - Bulk sync utility to GDS and booking tools
 - Update templates for mass profile changes
- ◇ Streamline new business implementation
 - HR feed to create traveler profiles
 - Real-time creation of GDS profiles
 - Real-time creation of users in booking tool
- ◇ Operational flexibility to generate new business
 - Readily adopt new booking tools
 - Service multi-national travel programs
 - Collaborate with independent agents
- ◇ Create new business opportunities
 - Integrate with other third-party solutions
 - Pre-trip approval and expense reporting
 - Profile management as separate service

Service Components:

- ◇ *Centralized Profile Database*
 - for web-based user access
- ◇ *GDS Sync Utility*
 - for real-time GDS sync
- ◇ *Profile Exchange Service*
 - for booking tool integration

Key Features:

- ◇ Easy-to-use integrated interface
 - Profiles in readable, straightforward formats
 - Synchronizes updates to GDS systems
 - Integration with online booking solutions
- ◇ Centralized database of profile information
 - Maintains both corporate and traveler profiles
 - Flexible search tools to access profiles
 - Real-time GDS and booking tool updates
- ◇ Customer services tools
 - Travelers can modify profiles online
 - GDS/booking tool updates driven by traveler
 - Ability to update groups of profiles
- ◇ Service oriented architecture
 - Agency administrates all daily activities
 - Integrated with HR data
 - Connectivity with third-party systems
- ◇ Unused ticket management
 - Track unused tickets by traveler
 - Send unused tickets to point-of-sale
 - Reporting by unused, expired, redeemed

“Complete control and portability of travel profiles”



Integrated Solutions

For Agencies	The <i>SureWare Profile Tracker</i> system provides a centralized database of traveler profiles, with the ability to connect and to seamlessly integrate with existing reservation systems.
For Corporations	The <i>SureWare Travel Hub</i> system provides corporations with a centralized database of profile data, booking data and credit card data, providing streamlined data access and reporting.
Data Conversion	<i>SureWare</i> provides a wide range of expertise in supporting agencies and corporations in the conversion and importing of HR data, existing profile databases and GDS profiles.
Profile Exchange	<i>SureWare</i> provides a proprietary web services platform used for integrating with third-party systems and all online booking tools. This service pulls and pushes data to these systems.
Point-of-Sale	<i>SureWare</i> has responded to agencies and corporations needs to find new ways to deploy data to the point-of-sale, to improve traveler and agent workflow and increase productivity.

A suite of travel solutions, expertly integrated and designed to create profile independence, reduce costs, provide real-time reporting and enhance account management.