

SureWare

Global Profile Management for the Travel Industry

Company Overview

Why SureWare?

The changing distribution relationship between airlines, global distribution systems (GDS) and travel agencies, combined with new security and information standards, has a huge impact on the day-to-day operations of many corporate travel programs and their designated travel agencies.

In this environment, agencies and corporations are finding it more difficult to control travel costs unless they can effectively scale their operations by aligning and also connecting inventory and customer profiles into front office activities, online booking tools, GDS systems and through to back office reporting.

What We Do

We applied our industry expertise to create an integrated global profile management solution that allows your business to connect to any GDS, use any combination of booking tools, and to standardize and structure profile data to smoothly flow from HR systems into quality control and back office reporting systems.

SureWare products and services are focused on integrating travel profiles and providing strong data structures for these customers:

- Agencies
- Corporations

To achieve the following goals:

- Integrate data from HR systems
- Connect to one or multiple GDS
- Use any combination of booking tools
- Access real-time reporting of travel data

Products:

- ◇ *SureWare Profile Tracker*
 - for Agencies
- ◇ *SureWare Travel Hub*
 - for Corporations

Services:

- ◇ *Data Conversion & Import*
 - for GDS profile conversion
- ◇ *Profile Exchange Service*
 - for booking tool integration
- ◇ *Point-of-Sale Integration*
 - for moving data to point-of-sale

“Proven technology solutions that are dependable, easy-to-use and affordable”



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.