



Customer Relationship Management for Tourism Companies

Emerald





Emerald

With Emerald, ISO has developed a tailor-made CRM solution for the needs of the tourism market. Emerald supports the whole process of the touristic value chain and covers all necessary customer-related activities from the first point of contact.

Your Customers – Your Potential

Nowadays, the importance of retaining existing customers and expanding business is more important than ever.

Emerald manages all of your customers data such as name, address, characteristics and previous bookings. The better you understand your customers, the better you can respond to their needs. Based on this information, you can communicate targeted and effectively with your customers. You will create real customer interest by only transferring information to the customers that is really appealing to them. Thanks to the automated contact history, you can always track who has contacted you when and through which channel. Thus all your customer contacts can be tracked, your marketing activities can be referenced and related to these contacts and thus evaluated for their success.

Your Benefits of using Emerald

- **Cost Saving:** Emerald improves your data quality, you will therefore not send costly marketing materials to faulty or doubly addresses anymore. This reduces your marketing costs directly.
- **Faster:** With Emerald as central customer database, it is easily possible to create marketing campaigns with a few mouse clicks within 2 minutes instead of 2 days.
- **Better:** Comprehensive customer history and bidirectional connection to different tour operator systems provide optimal service with the right information at the right time and the right place.



Modules of Emerald



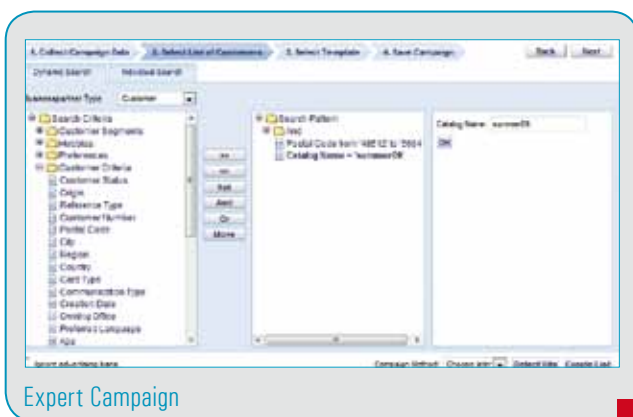
Modules of Emerald

Campaign Management

Emerald provides a powerful campaign management to support the process of creating and sending letters, emails or sms to business partners in a fast and convenient way and keeps track of the success of each campaign.

The campaign management supports you in three different levels of expertise:

- **Standard Campaigns:** Create a typical pre-defined standard campaign for your tourism customer with only four clicks, for example a 'Farewell Letter' to all departing passengers this week or a 'Welcome Back' mail to all returning customers in the next days.
- **Easy Campaigns:** Emerald provides a guided-workflow to create simple campaigns. The user can select from a number of search criteria and data fields and set up an individual campaign effectively in only a few steps.
- **Expert Campaigns:** The Expert Campaign Management is especially designed for marketing professionals. It provides the possibility to combine an unlimited number of search criteria, which can be connected by the logical operators such as AND, OR and NOT. Thus, a query can be defined within the user interface, which is nearly as powerful as a database query but much more convenient. This guarantees a maximum degree of freedom and flexibility.



Business Partner Management

Emerald provides a four-step workflow to collect and store basic and business partner data. You can manage different

types of business partners: clients, agencies, agency chains, groups, companies and service providers. An unlimited number of user-definable customer characteristics and categories for each type of business partner can be assigned to them. All important customer data is available at a glance.

Complaint Management

Emerald offers a complete workflow support for handling of complaints. Complaints can be captured, categorized and followed up in the system and the results can be reported to the supplier and to the customer.

Dynamic Questionnaires

Emerald offers the possibility to define dynamic questionnaires, which can be also posted on your website. They can then be filled in by our customers online any time and the data is sorted in Emerald and can be used for internal evaluations (for example: a customer satisfaction survey "How do you rate your trip").

Microsoft Outlook Integration

With the smooth Outlook integration, emails can be sent directly from Emerald and are stored automatically in the contact history of a business partner. All information can be accessed for viewing and printing at any time; all contact information is available at all times and for all staff members.

Duplicate Management

Emerald offers every user the possibility to search for duplicates and combine them in one master record. Doing so, all data such as contact history, bookings, complaints and brochure orders are transferred from the duplicates to the master.

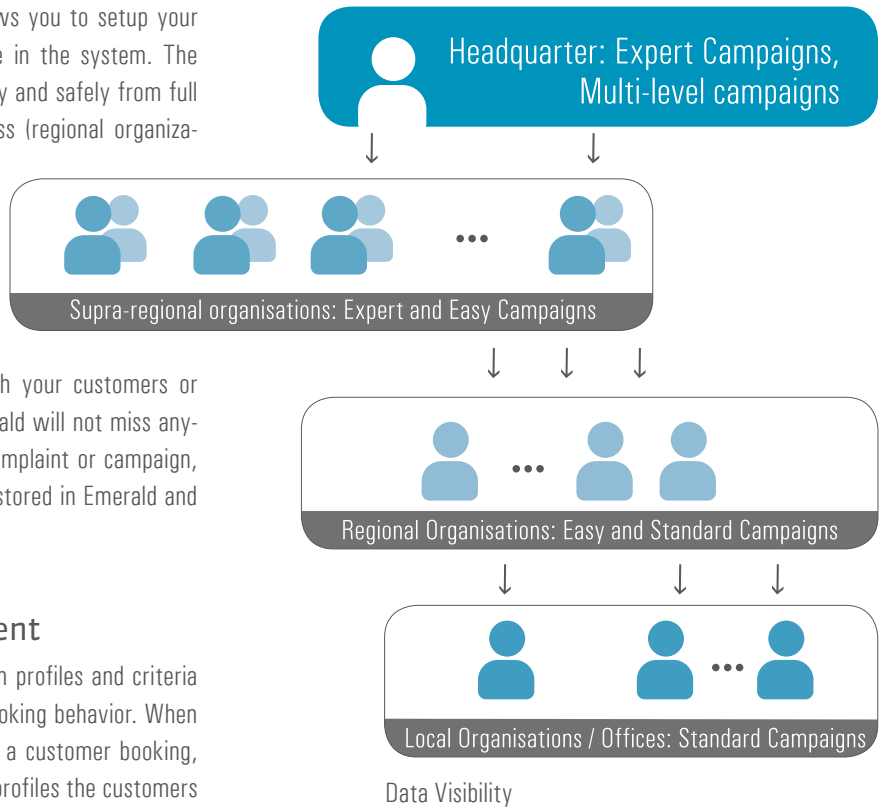
Brochure Handling

Even in times of online portals and web-bookings the brochure is still an important marketing object to present your services to the customer. With Emerald, you can simplify the workflow of brochure orders. You can save time and money!



Hierarchical Data Visibility

The user management of Emerald allows you to setup your own hierarchical organization structure in the system. The data access can be handled very flexibly and safely from full access (headquarter) over partial access (regional organizations) to limited access (local offices). This also includes a perfect mapping of multi-level marketing activities.



Contact History

No matter how you communicate with your customers or how they communicate with you, Emerald will not miss anything. Whether call, e-mail, booking, complaint or campaign, all incoming and outgoing contacts are stored in Emerald and are available at any time.

Automated Data Enrichment

In Emerald you can automatically assign profiles and criteria to your customers according to their booking behavior. When Emerald imports the information about a customer booking, Emerald automatically categorizes and profiles the customers according to the services they have booked. You can then use these customer profiles for your next targeted marketing activities and you can provide the customers with the information that really matches their profile.

10 Reasons for using Emerald as your CRM Solution

- **central access to all customer relevant data in a single database**
- **browser based user interface for unlimited applicability, independent of time and place**
- **unlimited number of free customizable characteristics per business partner type which can also be used as search and filter criteria**
- **guided workflows**
- **versatile and extensive campaign management functionalities in 3 levels of expertise**
- **consolidated and up-to-date statistics, reports of customer and booking data for sales or controlling**
- **strict concept of data visibility, perfect to integrate hierarchical organisations**
- **automated processes for the maintenance of customer histories**
- **automated enrichment of customer data, depending on the booking behavior**
- **designed for simple integration in existing IT environments and convenient data exchange with other systems**

Dynamic Travel Components Strategy

With the development strategy of ISO Dynamic Travel Components (DTC), ISO provides a software-kit with several services (components). The advantage of this Service Oriented Architecture (SOA) is that the components are available both separately and as an integrated overall solution for tourism companies. Emerald is based on the ISO Dynamic Travel Components strategy and is completely integrated with the DTC framework. Thus, Emerald can easily be extended by further products and components of our portfolio. Several interfaces such as online/offline XML file import, EJB-Interfaces or Web Services allow smooth data exchange between the systems.

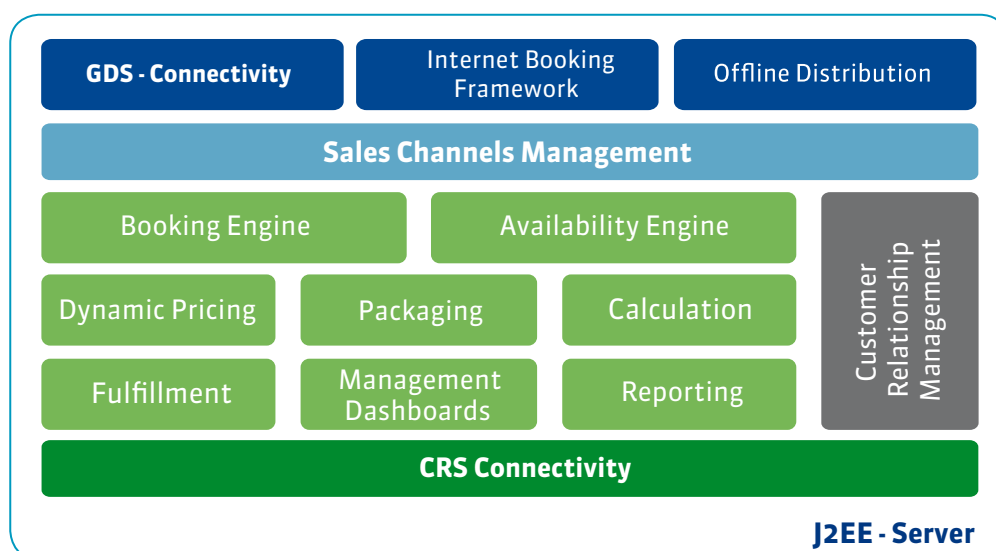


DYNAMIC ■
Travel
Components

Tourism Software based on SOA

The great additional benefit of this new technology is that a tour operator does not have to use all of these services if not needed. Instead, each tour operator can select the services

that are actually needed and should be used. Thus, the installed system will be tailor-made to the operator's need, and the costs will also be reduced to a minimum.



ISO Dynamic Travel Components



SaaS – Software as a Service with Emerald

What does SaaS mean and what is your benefit?

SaaS – Software as a Service – means that we, as your service provider, accept full responsibility for your IT infrastructure. It allows you to adapt our service to your current needs so that you have flexible control over your costs.

ISO Travel Solutions is fulfilling two important customer requirements by offering SaaS:

1. ISO offers independent hosting services.
2. Emerald is fully web-based, so it is possible to have direct access to your system from anywhere via a secure internet connection.



Technical Aspects

Like all Dynamic Travel Components, Emerald is based on a J2EE application server and other open source technologies. Thus, the CRM is platform independent and can be integrated easily into existing system environments.

To assure that your CRM data are secure and always available, Emerald is based on Oracle technology, one of the leading providers of database technology worldwide. ISO is a certified partner of Oracle and has the required experience and well-grounded knowledge.



Here are some important reasons for choosing SaaS:

- You have more time and potential for the cornerstone of your business: your customer!
- You do not need staff or time to ensure a smooth system operation because we take care of this. Necessary updates, regular backups and maintenance of your IT landscape is no longer your concern. Your staff can thus focus on your customers and their needs.
- You keep the costs in focus! Big and long-term cost pools for hardware and staff are history. Instead, you have a flexible investment model which is charged monthly based on the number of Emerald users.
- You have only one contact person for all issues regarding your CRM system: us! So there is no further need to coordinate all your partners and companies anymore.

Emerald in Windows Azure

Emerald is furthermore the first tourism CRM in the world that runs in the Microsoft Azure Cloud. You can conveniently host the system in the cloud and pay low usage charges depending on your application volume. This also makes ISO the exclusive partner of Microsoft for tourism CRM solutions worldwide.



Integration with Microsoft Surface

Please find further information on our website: www.isotravel.com



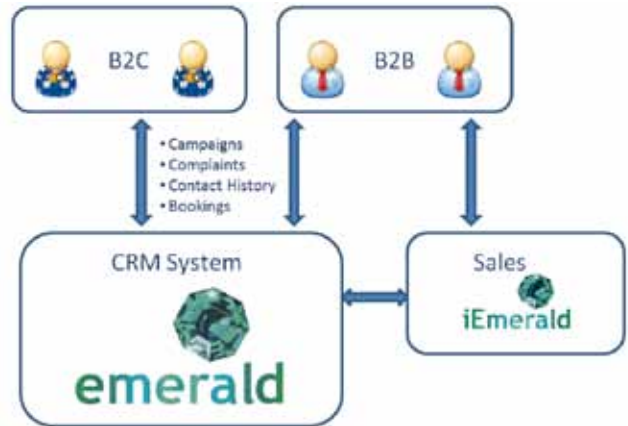
iEmerald

...is the mobile connection between the CRM system Emerald and your sales staff. The application for the iPhone and iPad offers the perfect support for your sales team before, during and after the customer meeting.

Get mobile!

Your Benefit:

- **mobile data management - all data are immediately available in the system**
- **increase your sales potential with the right information at the right time and in the right place**
- **vicinity search allows your users to identify customers and agencies in the surrounding area, so your users can find the way to them and visit the customers.**



Before the Visit

Before the visit, the sales staff gets all relevant information about the customer at a glance. Additionally, the sales staff is provided with information about the last visits and an actual overview of the turnover and the booking situation. And because of the vicinity search, even short-term schedule changes are no problem. The sales employee can simply find other customers nearby and adjust the travel plan accordingly and visit other customers.

After the Visit

Now all data regarding the visit can be entered, such as brochure orders, comments, complaints and many more.

Your sales staff will not need extensive paper reports anymore and will not need to capture any data manually in the CRM anymore after their visits. It is all transferred online from iEmerald into the central CRM Database.





Contact

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World's Leading
Travel Technology Provider

Emerald CRM for Tourism: Now also available as a Microsoft Azure Cloud application.

About Us

ISO Travel Solutions, a member of the ISO-Gruppe, is a specialist in developing high-class software solutions for the tourism & hospitality industry in the international markets. Our solutions are being used by well-known companies worldwide (e.g. Emirates Group in Dubai, several TUI tour operators, Etihad Holidays' in Abu Dhabi or Air Canada Vacations in Montreal).

The ISO-Gruppe, with more than 30 years of successful market presence, is a well-established factor in areas such as IT consulting, software development and pertaining services. Our global activities go far beyond Europe – even to the

promising markets in Southeast Asia, Middle East as well as North- and South America. The ISO-Gruppe has more than 360 members of staff – with six offices in Germany plus locations in Austria, Poland, Canada and Dubai.

Besides developing software for the tourism industry our services are focused as well on business and organizational consulting, system analysis and concepts and last but not least SAP consulting. All processes are certified according to the requirements of DIN EN ISO 9001.

We would be happy to send a detailed list of references to you.

