



Web-based Tour Operator Solution Suite | **ipacific**



Modules to Optimize the Business Processes of Tour Operators

powered by
DYNAMIC 
Travel
Components



Pacific

...is the latest ISO solution suite that can be used by all tour operators of any size.

Pacific is a versatile and flexible tour operating system with modular design to adapt to the individual needs of any tour operator or travel company. It can be used equally for package tours, flights, cruises, bus tours, group travel or holiday homes or any other type of tourism product that you offer. Whether you choose to customize it to the nth degree or simply use the standard version, Pacific offers an extensive range of options to its users.

Pacific was created as a system that supports all business processes and the complete workflow of a tour operator, speeds up the reservation and increases the quality of data while booking. Furthermore, it is a system that grows with your company and that will fulfil all your requirements in future years as well.

The modular construction of the system permits the flexible configuration of your individual required function modules. ISO did this by using the latest method of software developing: SOA, Service Oriented Architecture, which allows a flexible configuration of the necessary functional scope.

Pacific is fully web-based. It can be used with any standard web-browser and needs no installation (or updating) on local workstations.

With its numerous interfaces, Pacific will be the center part of your future system environment.

The screenshot shows a web browser window titled "ISO Pacific - IBE - Microsoft Internet Explorer". The page has a blue header with navigation links: Home, Hotel, News, Country info, Contact Us. Below the header, there are tabs for "step1", "step2" (selected), "step3", and "step4". The main content area is titled "Booking Details" and includes sections for "Accommodation details", "Travellers", "Services", and "Personal Details".

Accommodation details: Accommodation chosen: Vila Galia Lisboa. Start date: 2021/05/05. Duration: 7 Days. Rating: 4 stars.

Travellers: A table with columns: Title, First Name, Last Name, Age. Two travellers are listed: 1. Traveller: Ms, Max, Mustermann, 28; 2. Traveller: Mrs, Yvonne, Mustermann, 22.

Services: A table with columns: Room Type, Occupancy, Description, Traveller Assignment. One service is listed: 1. DBL, 2, Double Room, 1,2.

Personal Details: Fields for Title (Mr, Mrs, Miss, Ms), First Name (Max), Last Name (Mustermann), Birthdate (03/03/1991), e-mail (max@mustermann.com), Telephone (+49 82 38820), Address (Musterstrasse), Zip Code (82113), Country (Germany), and City (Munsterbach).

Buttons: "Back to Bookings Selection" and "Check prices".

Footer: Home, About us, Privacy Policy, Terms & Conditions, Disclaimer, Useful Links, Contact Us, FAQs.

Popular Destinations: A sidebar with four destination cards, each with a "Read more" link.

Detail view of an IBE





Advantages of the System

ISO produces regular analyses of the benefits that our solutions give to our numerous clients. We collect key indicators and compare their evolution over the course of time including a comparison with the indicators' values before installing our system. Thus, we know, for example, the following benefits can be achieved with our applications:

- **automation of 80% of all business processes**
- **increased internal efficiency by 30%**
- **a 100% increase in pax numbers over three years**
- **return on investment after approximately three years**
- **a 75% reduction in unfulfilled customer requests**

Even before installing our system, we can conduct a requirement and benefit analysis in your office and as a result we can show you which benefits you can achieve in the future.



Dynamic Packaging – Full Integration with Your Suppliers

The architecture of ISO's tourism solutions provides for a very powerful connection layer with many functions and interfaces. This layer supports numerous data exchange formats to external supplier systems. Every external system that supports one of these formats can be connected to Pacific.

Therefore, you can integrate a vast number of external products such as flights, accommodations, car rentals and all other services flexibly from many external systems. Additional systems can be connected easily. You can also establish a complete bi-directional system-to-system connection with your partners. The advantage is that several services from mul-

iple external systems can be consolidated into ONE booking in Pacific, thus, the customer gets only ONE booking number with ONE invoice.

These numerous connections in combination with a flexible and rule-based calculation and booking system meet the demands for dynamic packaging from many customers. There is no need to set up prices, allotments or dates manually in the system. So-called service shell with dynamic packaging rules are enough – they are filled online and dynamically with all details from the external systems on request.

Sales Channels

All data is online and therefore available to all sales channels (internal and external). This gives your product managers the chance to define different prices and allotments per sales channel in real time in combination with an effective yield management tool.

Your bookings are kept in versions; thus, the complete booking history can be traced.



You can find an overview of all connected systems in the picture. Dotted lines illustrate components that are not in the scope of the ISO deliverables.

some connections include third-party middleware



Further Functions

Pacific covers all relevant functions of the tour operator business. However, because every tour operator has specialized their way of working and their product portfolio, Pacific can be configured with the scope of services and functions that you require. You can choose from several components and functions.

The basis of this is our new development strategy, the ISO Dynamic Travel Components. Each function was developed as

an individual service in Java and you can choose which of the services should be used in your company and how they should be configured. Even the design of the system front-end (the web masks) can be decided by you.

With this architecture, ISO can also integrate functions and data from external systems into your tour operator environment.

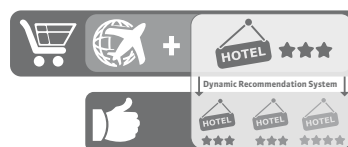


Dynamic Recommendation System

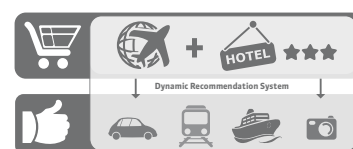
You can even add ISO's Dynamic Recommendation System to Pacific as a component! This lets you offer your customers additional services (cross-selling) or higher-value alternatives (up-selling) the way online sales platforms do ("customer who have booked this hotel have also looked at these products..."). When preparing the recommendations, the system dynamically takes many factors into account, including the customer's preferences and the previous booking behavior of other customers as well as your sales control guidelines.

The benefits of the ISO Dynamic Recommendation System are: more customer satisfaction, higher acceptance of the recommendations, longer time on the website and, ultimately, an increase in sales and income.

dynamic recommendation system ♦♦♦♦♦



up-selling



cross-selling



SaaS – Software as a Service with Pacific

Pacific can be used by tour operators of any size and type. Larger tour operators can host the complete system easily by themselves or ISO can offer professional hosting services. Smaller tour operators may like the idea of our SaaS Model - Software as a Service: what does SaaS mean and how can it help you?

SaaS – Software as a Service – means that we, as your service provider, take over the full responsibility of your IT infrastructure. Thus, you can adapt this service to your current needs so that you have flexibility of your costs.

ISO fulfills two important customer requirements by offering SaaS:

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

Here are some important reasons for choosing SaaS:

- You have more time and potential for your core business: selling of trips.
- You do not need the staff or time to ensure a smooth system operation because we take care of this. Necessary updates, regular backups and maintaining of your IT landscape is no longer your concern, too. Instead, your staff can focus on your clients and their bookings.
- You keep the costs in focus!
Large and long-term cost pools for hardware and staff are history. Instead, you have a flexible investment charged on monthly and/or user basis and enables you to forecast the exact costs. As your business changes, it is very easy to add new users and additional modules with the knowledge of the exact costs.
- System failures and data loss are nightmares of the past! Our professional hosting includes providing of redundant systems, emergency power supplies and reliable backups which involve high costs if they have to be managed internally.
- You have only one contact person in all dealings with your tour operator system: us! So there is no further need to coordinate all your partners and companies anymore.
- Drive down your costs by consolidating all your reservation system needs!





Technical Info

Programming Language

The whole system was developed in Java (J2EE) and designed to fulfill the highest performance requirements and best user-friendliness.

Database

For data storage, a connection to the Oracle relational database management system was chosen. This ensures the highest possible data and transaction security, while offering reliable mechanisms such as locking or backup.

Required Platforms

- The database server can run on a for UNIX, Sun Solaris or Windows environment.
- The system runs in every standard web browser.



Integration with Microsoft Surface

Pacific is the first tour operator solution worldwide that can be connected to the Microsoft Surface platform. Please find further information on our website: www.isotravel.com/surface



About Us

ISO Travel Solutions GmbH, a member of the ISO-Gruppe, is a specialist in developing touristic software solutions for sales and support 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 DIN EN ISO 9001.

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



Contact

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