

## Austrian Tour Operator Jumbo Group has successfully implemented ISO's new Tour Operator Solution PACIFIC

**The Jumbo Group, well known specialist in Austria for individual long haul trips, has selected the IT solution "PACIFIC" from ISO Travel Solutions to optimize its business processes.**

Nuremberg / Vienna, 10th of March 2009, after a selection process in 2008 to find the right tour operator solution to support their business the Jumbo Group from Vienna, Austria went successfully live with PACIFIC at the beginning of March 2009.

The Jumbo Group has conducted a comprehensive tender in 2008 amongst several IT providers. Very soon, ISO was shortlisted and after a detailed workshop in Vienna the decision was made in favour of ISO's innovative tour operator solution PACIFIC.

The new solution supports Jumbo with a new base data management to perfectly customize travel packages for their clients. Furthermore ISO will provide Amadeus TOMA as a further sales channel and the new Amadeus web service interface for online retrieval of flights! These dynamic interfaces and functions will automate and improve the existing processes in the Jumbo reservation department tremendously.

Mr. Christian Bruckmüller, General Manager from Jumbo states the following main reasons for choosing ISO and PACIFIC:

- "1. Pacific as a new tour operator solution can grow with our future requirements and is a solid investment for the years to come.*
- 2. Jumbo will have the ability to offer packages through Amadeus TOMA and therefore provide a new substantial sales channel for us.*
- 3. Pacific as a web based solution will be the backbone for the future automatic integration of our business partners and online inventories world wide"*

For ISO this project is another important step to widen its customer base especially for their new solution PACIFIC based on their ISO Dynamic Travel Components Strategy.

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Frank Schröder, Sales Director from ISO: „This project with Jumbo was really a challenge. Pacific is a flexible and rule based solution and we were willing to adapt it to the specific needs of our partner Jumbo who provides individualized premium packages for the perfect satisfaction of their clients. We believe that the package specialist market has a lot of potential and is in need of the good IT solutions that we can provide.”

PACIFIC and other additional components like ISO's Customer Relationship Management EMERALD are based on Java Application Server technology thus offering excellent integration through a service-oriented architecture (SOA), customizable dialogues and a reliable high performance booking kernel.

## About ISO Group

The ISO group is one of the leading software companies in the European tourism sector. The company is now for almost 30 years successfully on the market. Today, more than 300 employees work in international projects at several locations in Germany, Austria, Poland, Canada, Dubai and Bangkok.

The tour operator solutions from ISO are used within the World of TUI, Thomas Cook and by other tour operators world wide such as Emirates Group in Dubai, Etihad Holidays in Abu Dhabi or an Air Canada enterprise in Montreal.

Further core competences of the ISO Group are in business areas such as SAP Consultancy, Data Quality Management or Airport-Management solutions. All projects are delivered in accordance with the ISO 9001 guide lines.

Please visit us at

[pacific.isogmbh.com](http://pacific.isogmbh.com)



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