

## /DEEP TRAVEL RESERVATION SYSTEM

New and clean solution for tour operators optimized for high volume online sales

### // OVERVIEW

Researching popular travel reservation products, we discovered the need for a new solution which can address several weaknesses of the market portfolio: high price, slow time to market, complexity, difficult operations and legacy technical platform. In the past 3 years, we've been heavily working on a new travel reservation software, DEEP, that can address the above issues.

DEEP is developed from the ground-up using latest technologies. Our team designed the product to meet the needs of the challenging e-commerce business while providing exceptional support on the operation as well. It is optimized for modern tour operators and travel agencies generating strong online sales.

### // THE SOLUTION



#### **Dynamic Packaging**

Booking is possible as package or by flight, hotel, car, transfer, insurance and activity components including the locally uploaded inventories.



#### **Local Hotel Inventory**

Direct contracted hotels can be managed internally within DEEP. Hotels and special offers can be highlighted and directly advertised to users.



#### **Seamless booking flow with a powerful search**

Mobile responsive, SEO optimized and multilingual booking flow with card, bank transfer or cash payment options on any currencies.



## **Agent distribution**

Create organizations and configure product accesses to third party resellers. You can track their performance on organization or account level.



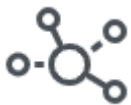
## **Call center and intranet application**

Bookings can be easily searched and modified, services can be added, changed or canceled by using this lightweight web application. It also includes a management platform to customers and agents as well as to the operation logs and reports.



## **Advanced customer login**

DEEP provides seamless experience on DEEP customer registration, profile login, social logins (Facebook, Google) and customers can have access to booking history.



## **Markup and commission rule engine**

Booking, package, component, provider, location or price range level markup can be set just to highlight some.



## **Flexible payment services**

DEEP can process the following methods: credit/debit cards, partial payments, bank transfer, voucher, cash. We comply with PCI-DSS requirements.



## **Real-time commercial, financial and operations dashboards**

Top management and revenue managers can monitor the state of the business in seconds using DEEP commercial dashboard based on real-time transactional data: revenue, transactions, margin, look to book ratio and much more.

## // ADD-ONS

### **Dynamic “Deals”**

Based on the customer search analysis DEEP-AI collects additional search data to show the best prices to the customers the entire year.

### **Destination and Blog platform**

Unique content is important from marketing and SEO perspective, that is why it is possible to manage real-time the website content through our internally developed CMS solution.

### **Promotion code management system**

Whether it is a single user unique promocode or a marketing campaign with thousands of users, DEEP Pricing tool serves the requirements.

## **Customer Relationship Management**

The system collects detailed information about the customers and its behavior and use data for segmentations, cart abandonment emails, chaser emails, newsletters and push notifications.

## **Mobile application**

Native iOS and Android Mobile application with offline booking confirmation, push notification and performance optimized search.

## **Claims and feedback handling module**

User claims are tracked, audited and linked to the booking and customer data.

## **// KEY BENEFITS**

### **Short time to market**

We deploy the environment by using ready-to-use cloud instances within days and you can choose from the already integrated providers. We are customizing DEEP's white label site according to your brand needs and configure the system. Easy.

### **Low TCO**

Optimized system infrastructure using the latest virtualization and container technologies. Services can easily be scaled up and down, according to the planned number of users.

### **Highly automated operation**

Operated 100% in cloud providing high availability and fast reaction to pre-defined or out-of-place events by monitoring every aspect of the system.

### **Packaging API for B2B and B2C**

Access to DEEP with our Packaging API is simple. You might want to connect additional systems - we are ready to help you.

### **Industry leading integrated providers**

DEEP has interfaces to leading providers providing more than 700,000 accommodations in every kind, 250+ airlines including LCCs, 24,000 transfer and 500 car rental suppliers and 18,000 activities all over the world. Expedia (EAN), Hotelbeds, Travelfusion, Wizz Air (Navitaire Booking API), HoppaGo, Chubb, Adyen, SIX Payment, Salesforce, and we are continuously extending the portfolio.

### **Add ancillary products**

It's easy to add more products as you wish or import from 3rd party providers. Our team is experienced with integrating flight, accommodation, transfer, car, tour, and other ancillary providers. We are ready to implement your choice in a short time frame!