

PARTNER

XYKA Software



“The XYKA team has considerable experience in implementing enterprise travel systems for large and small travel companies”

The Indian travel and tourism sector has been experiencing tremendous growth over the past few years. The online travel industry is expected to be worth \$6 bn by 2010. This represents a huge opportunity for travel suppliers, travel intermediaries and destination management companies. The recent slowdown in the global economy will likely affect travel companies worldwide and result in some consolidations and mergers in the marketplace. The winners in the marketplace will however be travel companies who utilize technology most efficiently to optimize their internal processes and effectively reach out to their customers. If you are a travel company, looking for a technology partner, XYKA has a solution for you.

Pronounced Zaaika, XYKA has been delivering technology solutions for the travel industry since its inception in 2002. Founded by Rakesh Hegde and Nirav Chhatrapati, both experienced travel and technology IT professionals in USA, the company employs over fifty people in three locations. Sales and project management are based in California, USA, with research, development and technical support located in Bangalore, India. They also operate a satellite office in the United Kingdom.

XYKA's customers include leading industry stalwarts such as Mark Travel Corporation (leading tour operator), Virtuoso (leading luxury travel consortium), Papillon Helicopter Tours (destination activity supplier), Grand Canyon Airlines (airline supplier), STA Travel (the world's largest student travel agency), Alaska.com and Alaska.org (destination marketing companies). These companies have built business-to-consumer and business-to-business travel portals using key technology components from the XYKA Travel Platform.

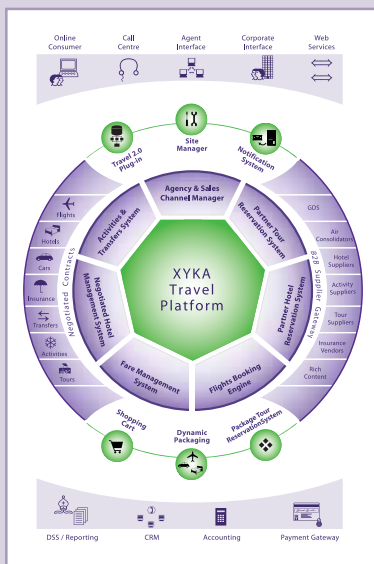
The XYKA Travel Platform consists of independent application components that

enable travel intermediaries, airlines, hotels, destination marketing companies and other travel vendors to improve their business performance using web technologies. The XYKA Travel Platform encompasses travel reservation systems, Internet booking engine, negotiated contract management, inventory management, multi-channel distribution, rules engine, GDS and supplier systems interfaces, pre-packaging, dynamic packaging, call center system, Travel 2.0 plug-ins, back-office and accounting. The framework allows rapid addition of new features, fast customization and easy scaling to support very large numbers of users.

Recently XYKA has launched its software as a service (SAAS) for the Middle East and Indian markets. "In talking to several customers in India, we see a dearth of local companies with cross domain expertise in both travel and technology. The XYKA team has considerable experience in implementing enterprise travel systems for large and small travel companies", says Bernaad Chetty, MD of XYKA India.

"We have specific solution offerings to meet the needs of the Indian market. We offer enterprise solutions for large travel companies where the XYKA Travel Platform can be customized and integrated with other third party applications according to the travel company's requirements. For small and mid-size companies, we offer the entire breadth of the XYKA travel platform as a service [SaaS]. Customers can choose the model that best fits their business requirement and budget" comments Nirav Chhatrapati, President of XYKA.

In the Middle East, NAS Aviation, which operates a budget airline in Saudi Arabia, Kayala Air, the first all-business-class airline in the Middle East, and Golden Falcon Tourism a tour operator in Dubai, have already selected XYKA as their technology partner of choice. ◀





Building a One-Stop Web Shop

IrishGetaways.com uses XYKA Travel Platform to enable travelers to easily search for and book trips to Ireland

IrishGetaways.com (IG) is a leading online travel agency (OTA) site offering custom trips and pre-packaged vacations to Ireland. The company was founded in July 2007, by a network of travel professionals, who saw a definitive void with regard to planning and booking trips to Ireland via the Internet.

In February 2008, IG approached XYKA with a goal to build a one-stop Web shop, which would provide an easy way to research and book trips to Ireland. After evaluating several travel technology vendors, IG selected XYKA, because of the robustness of the XYKA Travel Platform and its flexibility in adapting to IG's business needs. Most other solutions lacked the easy customizability and breadth of the XYKA platform.

Powerful Platform

The IG website powered by the XYKA Travel Platform has harnessed a lot of interest and generated enormously positive reviews from travelers, ever since it went live in July 2008. Irish Getaways continues to add new features with XYKA's support.

"Working with XYKA has been an absolute pleasure. Their knowledge of and background in travel has allowed them to develop a solution that is both powerful and customizable to our specific needs," comments Randy Hobbs, president/CEO of IrishGetaways.com.

XYKA worked closely with IG to understand its business concerns and goals before using relevant components from the XYKA Travel Platform, which contains a broad range of pre-built application components that were rapidly deployed to meet the needs of IG.

Manage Multiple Products

The XYKA Travel Platform enabled IG to comprehensively manage:

- Negotiated hotel contracts, supplier inventory, content, and pricing
- Consolidator fares as well as published IATA fares from Sabre GDS with its own markup
- Car availability and pricing information through XML connectivity to an auto consolidator partner in Europe

Gains

The XYKA Travel Platform has enabled IG to:

- Dynamically package multiple travel products such as flight and hotel in a single transaction
- Create pre-packaged vacations through its Package Tour Reservation System
- Dynamically package flights and cars in real time with a pre-packaged tour—an industry-first capability

Great User Experience

For the best possible end customer experience, IG uses XYKA to:

- Manage Web page content, online travel guides, destination information, activity, and golf course information that help IG's customers create their dream trips to Ireland
- Provide a live online chat tool to allow end customers to access IG agents for any aspect of their vacations
- Manage bookings, track orders, accounts receivables, payables, and one-stop reporting
- Make bookings or customize existing bookings through a call center application ◀



RANDY HOBBS
PRESIDENT/CEO OF
IRISHGETAWAYS.COM

XYKA's background in travel has allowed them to develop a solution that is both powerful and customizable to our specific needs

Results

- Easy product acquisition and management that holistically covers flights, hotels, and cars
- Dynamic packaging of multiple travel products in a single transaction or as a pre-packaged tour
- Manage content, bookings, and customer support to enable the best end-user experience