Lem@nsys

2005 - 2015
10 years

SOATravel NG

SOATravel "Next Generation" IBE

Powered by Lemansys SRL

June 2016

SOATravel

- Enterprise e-Travel Application

- Internet Booking Engine

- Modular Approach

- Multi Vendor

- Multi Service

- Service Oriented

- Normalize Data & Results

- !!! Isn't a White Label / End Product !!!

Targets

- Tour Operators

- Travel Networks

- Big OTA

- **<u>Isn't</u> for Small Travel Agencies !!!**
  - **Too Expensive**
  - **Too Complex**
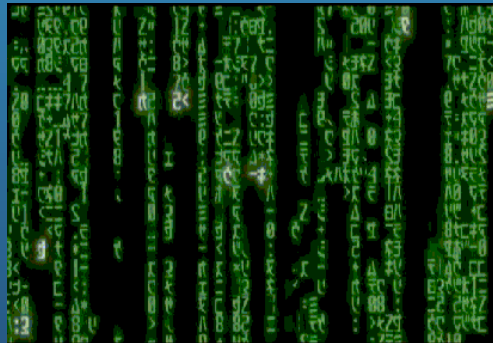 - **... Too Powerful !!!**

SOATravel Product License(s)

- In HOUSE (annual license / on premise)

- Remote / Cloud (annual license)

- Fully Licensed
  (Buy all our code…)

SOATravel: Where we are?

Travel Service Providers → **SOATravel** → **Your Business**

SOATravel: What can We do?

BackEnd
- Aggregate data from different sources
- Normalize, Filter, Manipulate content

Service
- Expose Travel Services (Soap/Rest)
- Distribute (to 3rd parties customers)

FrontEnd
- Publish Web Applications
- Multichannel & MultiBrand distro

SOATravel Components

IBE

IBE (Connectors,PlugIns/ Database)

Payment Gateway

REST

SOAP

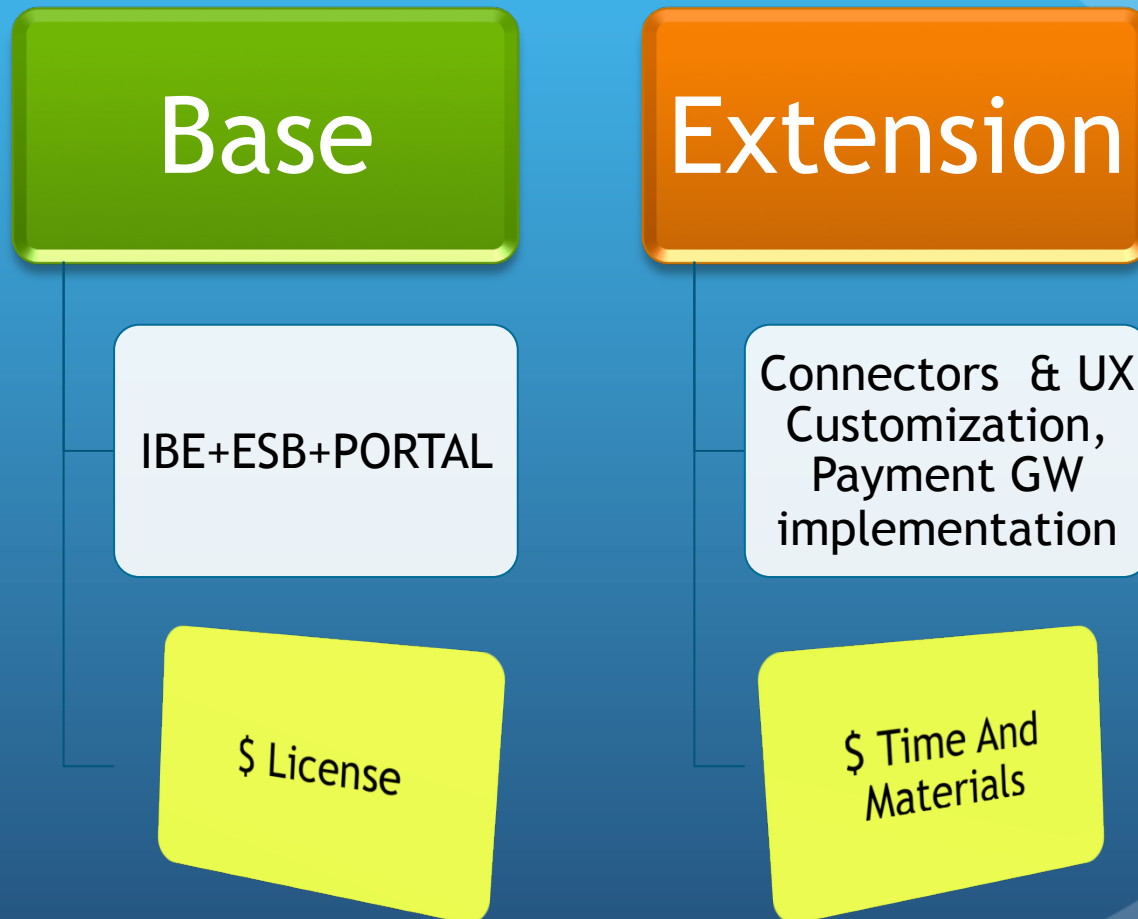Middleware (SOAP/REST API +Payment GW)

ESB

Portal

Front End (Portlets / CMS)

SOATravel "Next Generation"

- A New Point of View (2017)

- Improve **Customer Independency**

- More scalable and reusable

- Multichannel and Multi Device

- **Mobile** Ready

- "Really" **Extensible** (through "Fully" MVC Patterns)

- **Baseline** + Ad hoc **Customization** (UX and Back End)

SOATravel NG – Dual Offer

Base

IBE+ESB+PORTAL

$ License

Extension

Connectors & UX Customization, Payment GW implementation

$ Time And Materials

SOATravel NG "Baseline"

- Provided "as license"

- **Base Functions** for IBE + ESB + PORTAL

- All Selected Connectors

- Support , **Training** and Upgrades Included

- Fully working with **basic responsive front end**

- No Interaction with Customer Back-End System

- **Ready to be integrated** with common Payment GW

SOATravel NG – "Extension Pack"

- We don't charge you with "gold plating" and we offer a low cost entry level with "essential baseline"

- **Change IBE behaviors**:
  - Re-Calculate Prices, Travel Item Responses, …

- **Customer Back-End Interaction**:
  - Store Reservations into the customer back end system
  - Emailng, review links …
  - Specific Payment Gateway Provider Implementation

- **User Interface customizations**

SOATravel NG – Extension

Customers do it

Lemansys does it

SOATravel – The Customer Extends

- Every Customer can **(big challenge/discouraged**)

  - Create FILTERS to change IBE Behaviors
  - Create Payment Gateway Implementations
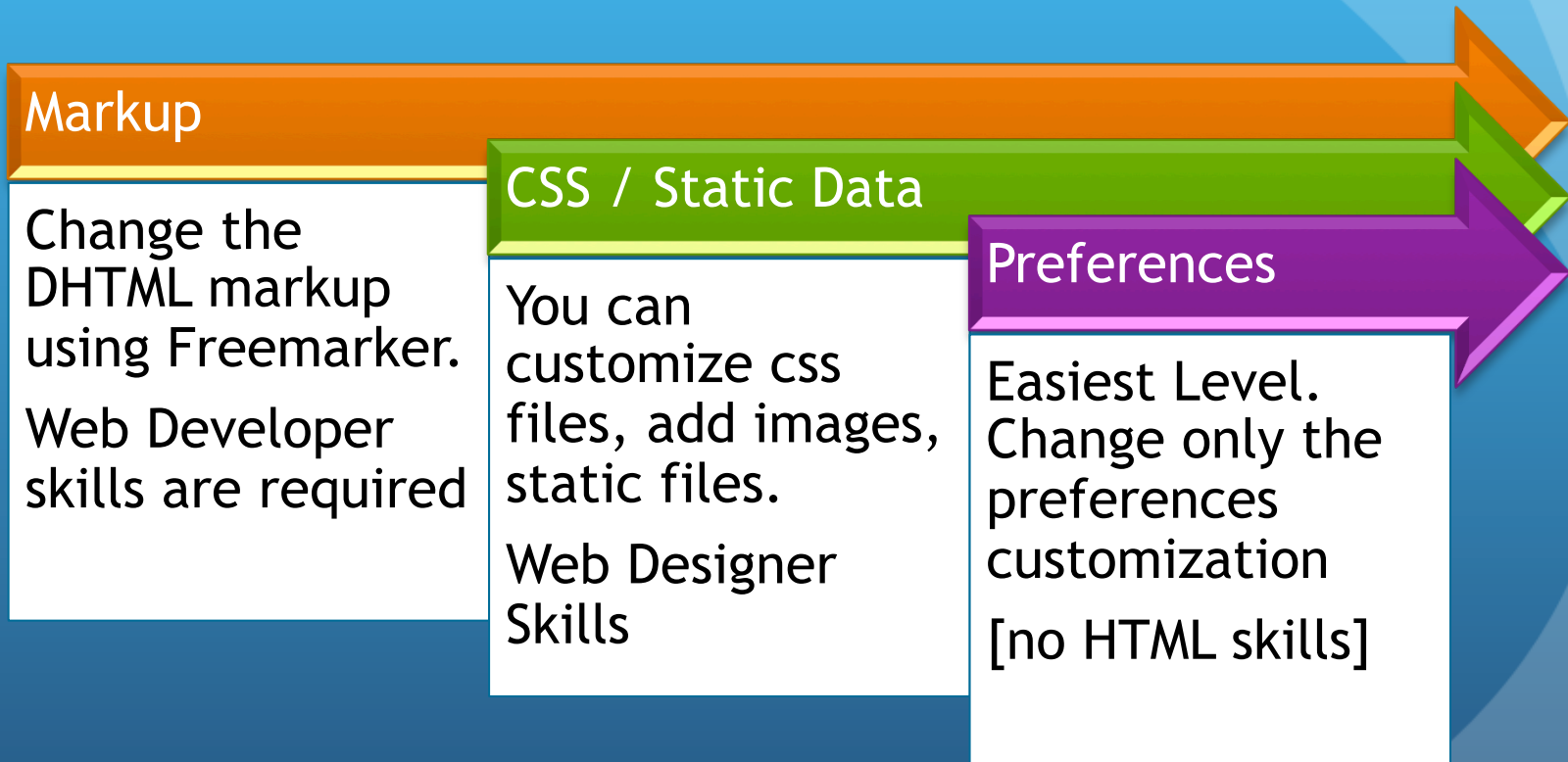 - Create Ad Hoc Connectors

    JAVA / JAVA EE Skills are required

- Every Customer can (**easier/suggested – we promote it**)

  - Customize the look & feel

    HTML / CSS Skills are required

- Lemansys supports but isn't responsible for runtime problems, front end bugs (javascript …)
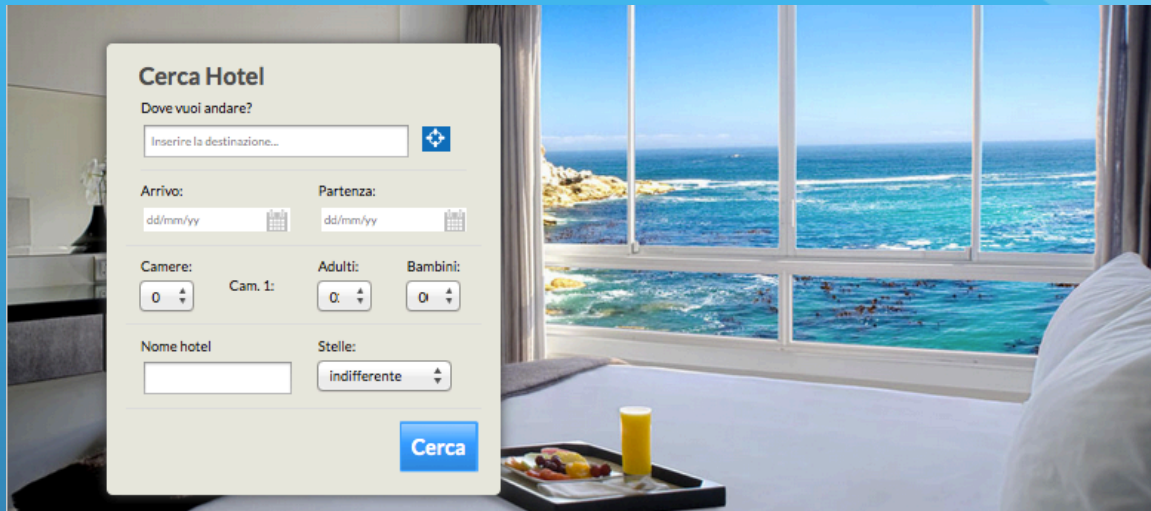
SOATravel – If Lemansys Extends

- **Lemansys** creates **separate projects** for the customers

- **Lemansys picks up** the **responsibility** and provides the **same support level** of the base product

- Lemansys is responsible to keep separated and still working the customized product across all base product upgrades

- Lemansys **deploys** and does **back-up** of custom projects

- Lemansys **knows** Soatravel ☺

SOATravel UX Extension Example

Markup

Change the DHTML markup using Freemarker.

Web Developer skills are required

CSS / Static Data

You can customize css files, add images, static files.

Web Designer Skills

Preferences

Easiest Level. Change only the preferences customization

[no HTML skills]
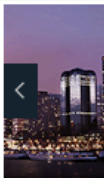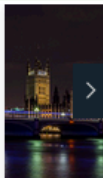
Example

Example

CSS / Static Data: hotels.css
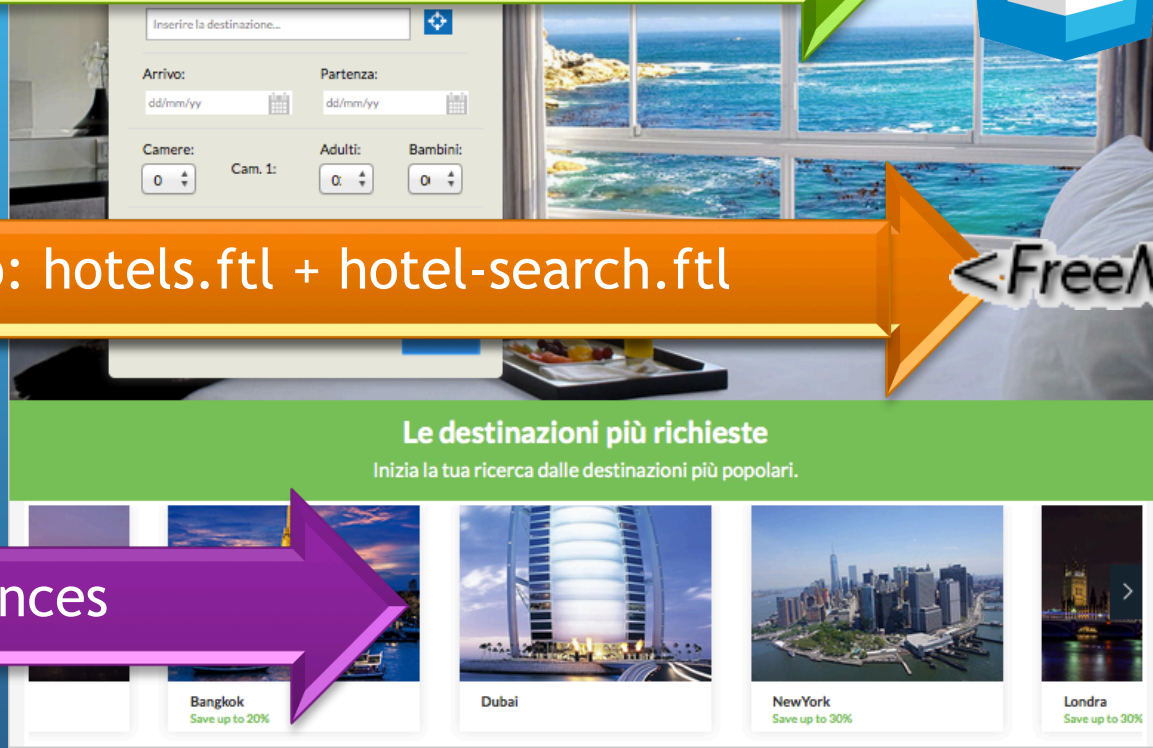
Markup: hotels.ftl + hotel-search.ftl

Preferences

SOATravel – Wrap Up

- SOATravel is a powerful and innovative IBE

- SOATravel offers a solid and basic baseline

- SOATravel is extensible and multi-tier customizable

- Grow up your business

- Get the best license and build an extraordinary platform for every B2B and B2C project

- Contact us : info@lemansys.com | soatravel@lemansys.com

SOATravel – Questions?

- Thank You For Attention!