



Multi Channel Integration

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Can every travel company offer ..

- Customer recognition at each touch point
- Seamless “customer journey”
- Consistent product offering

My “Personal Travel club” can’t do it!

They could save 25% call time on every booking!



Why has it been so difficult in Travel ??

- Legacy systems
- Content fragmentation
- Some channel (i.e. on-line) evolved in isolation
- Separate systems
 - ▶ shorter time to market but at what operational cost?



Multi Channel Integration is possible

- Systems scalability is there
- Web services has matured
- Technology is there

- So what is the problem?
 - ▶ Investment capability (or appetite)
 - ▶ Willingness to plan for the long term
 - ▶ Ability to manage change

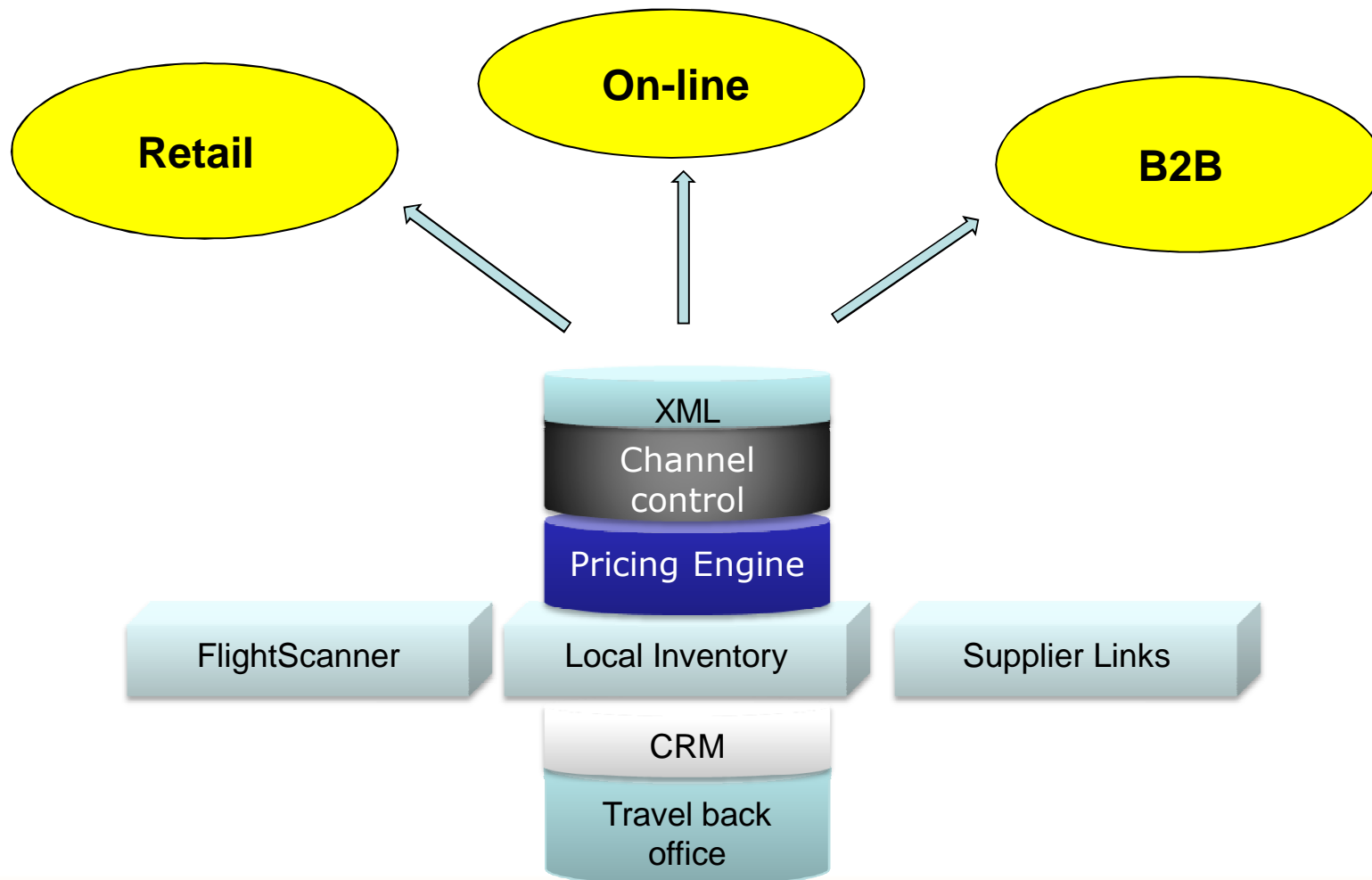


Imagine a platform that could deliver ..

- Customer recognition
- Seamless sales of in-house and 3rd party products
- Flexible multi channel distribution
 - On-line, high street, call centre, B2B, multi brand
- Performance & scale with ever increasing search volumes
- Central & integrated
 - Customer database
 - Pricing, accounting, payment & reporting engine, etc..



Multi channel Integration drove our vision





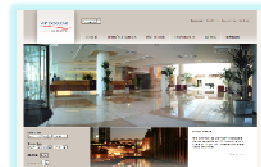
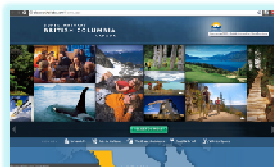
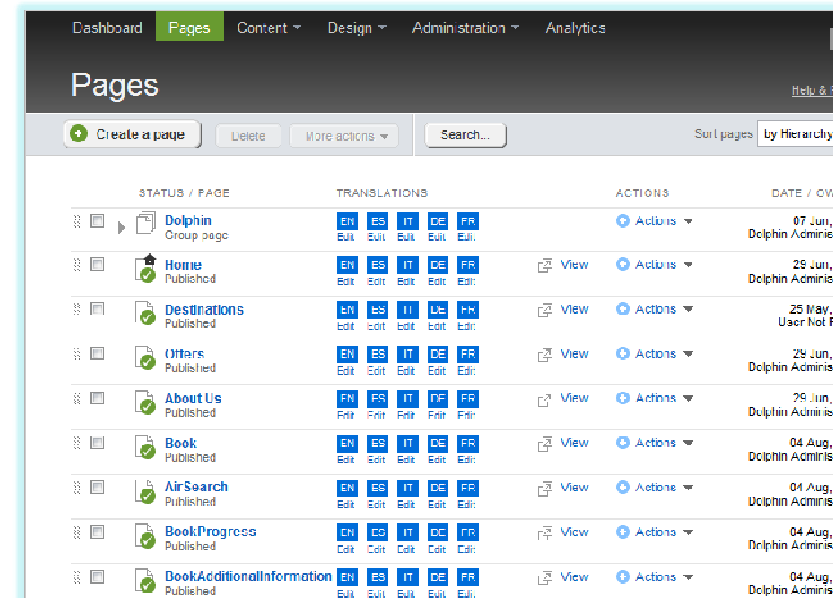
New partnership



An innovative approach to Web publishing
in the Travel vertical

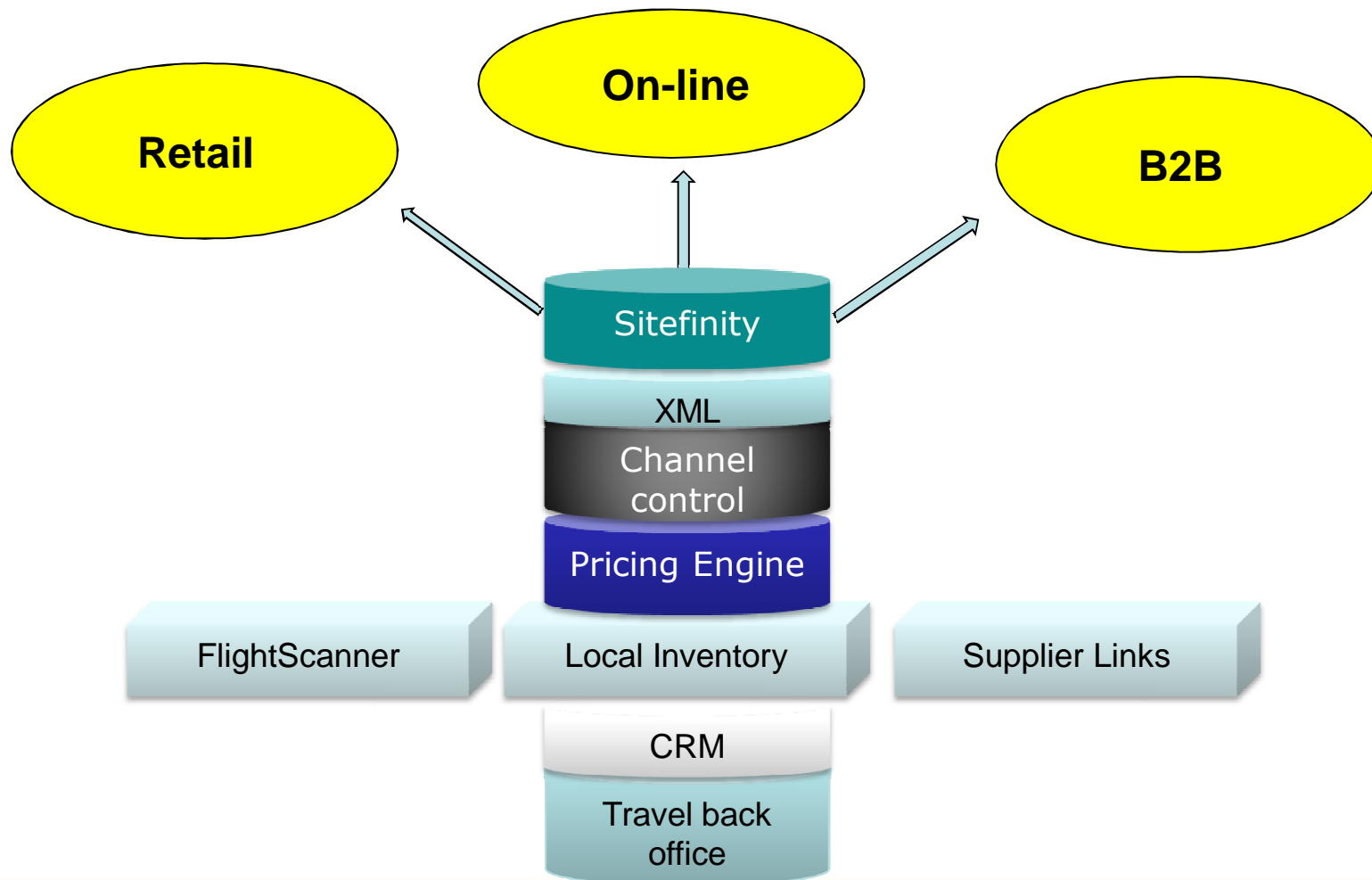


Next generation Web publishing system for creating compelling front ends, websites and user experiences





Where Sitefinity fits

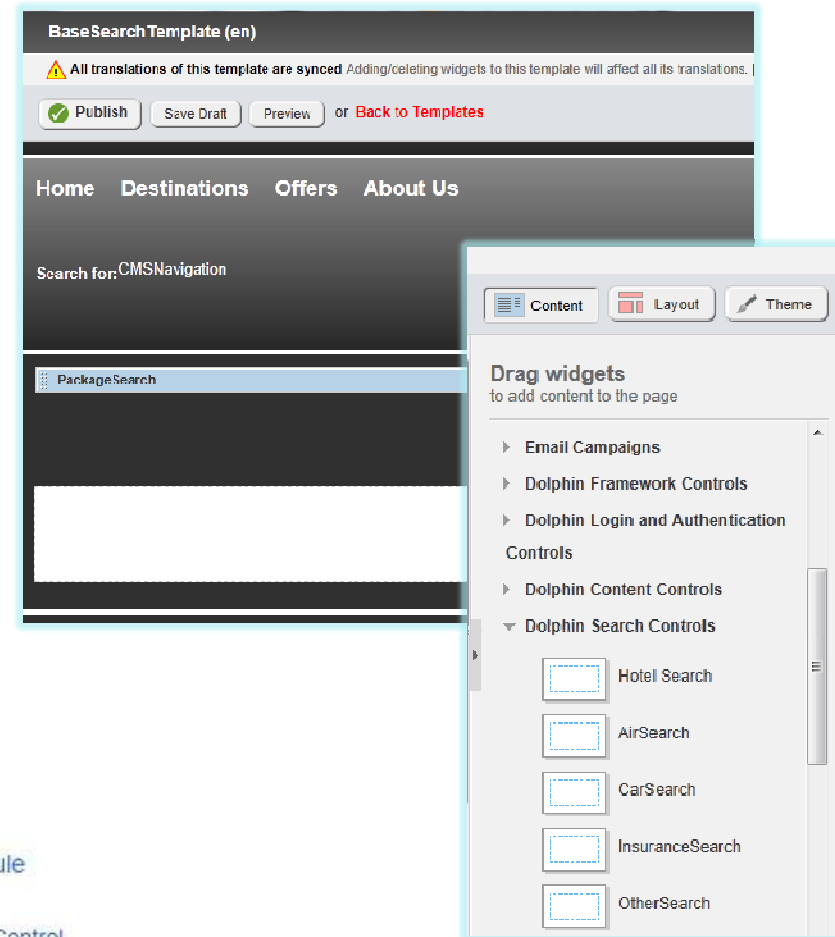




Dolphin and



- Dolphin's booking engine now integrated into Sitefinity as a series of "Widgets Controls"
- User interface can be integrated / extend using Sitefinity Widgets or .NET custom modules.



Facebook Comments Widget



Events Registration Module



Google Analytics Control



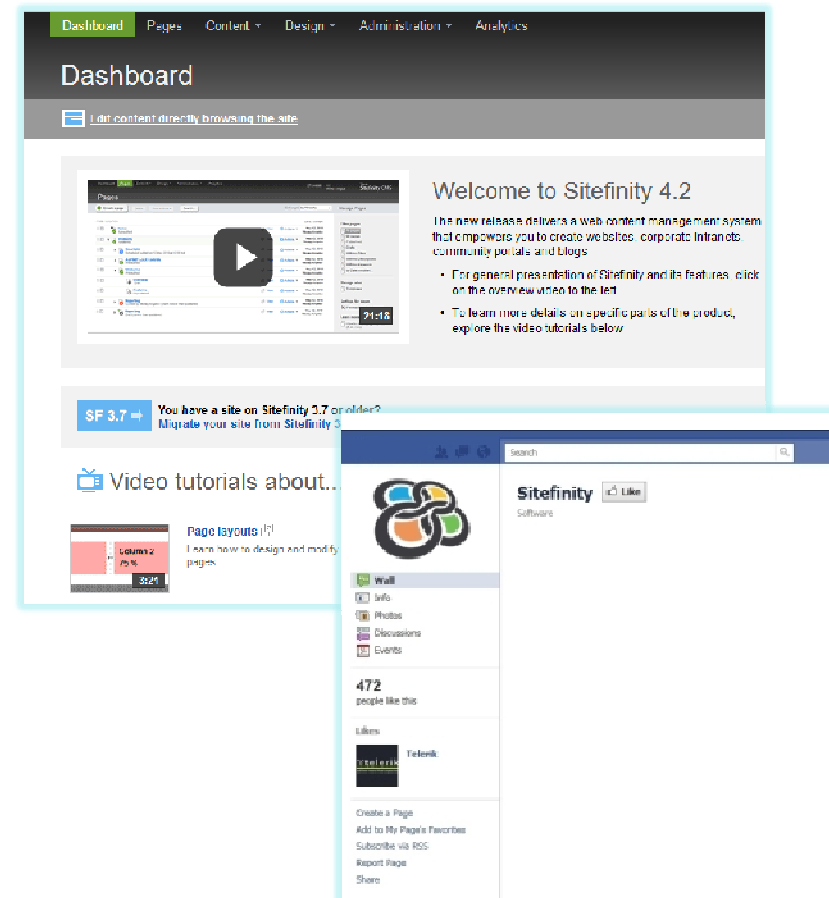
Twitter Profile Widget Control



Dolphin and



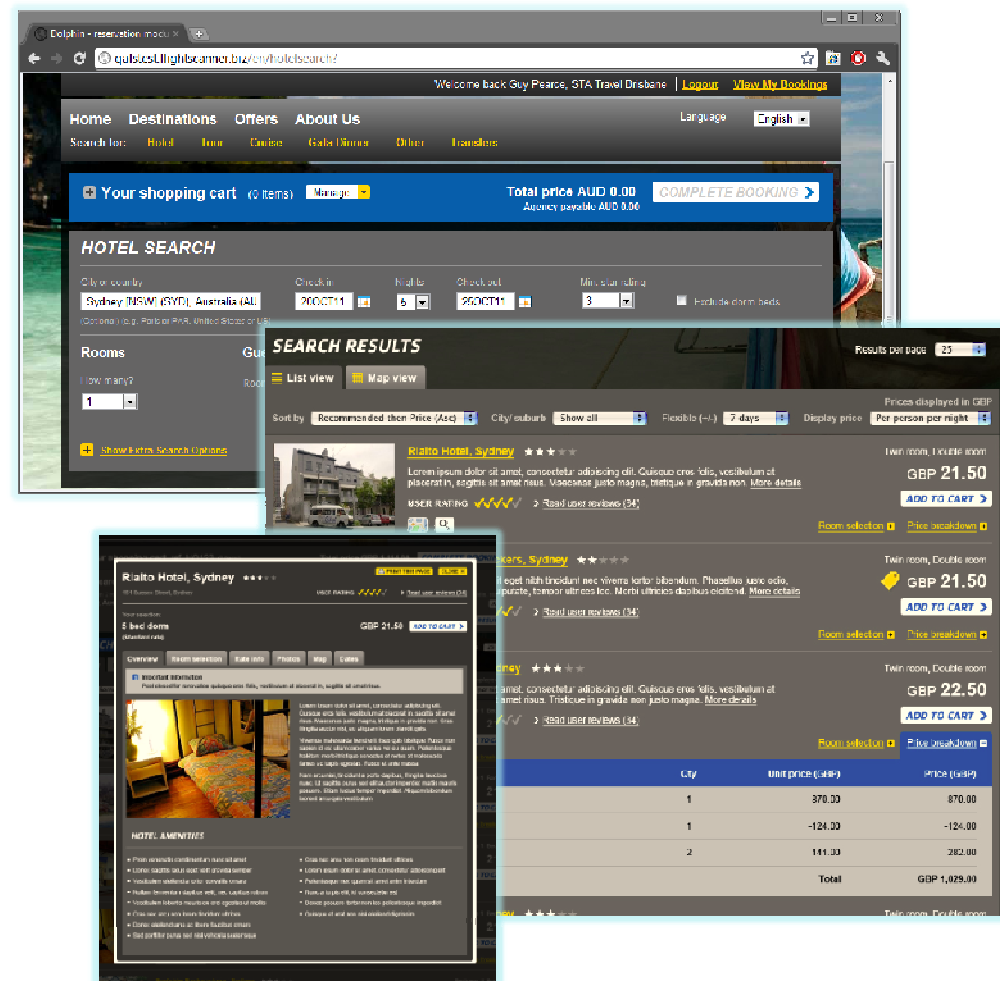
- Departure from proprietary approach
- Any web agency or developer can customise the design for Dolphin powered sites / front ends
- Platform ready for mobile & tablet





Dolphin Dynamics initial new offering

- Front-end redesigned
 - ▶ New visual UI
 - ▶ Rich media support
 - ▶ Email marketing





Dolphin Dynamics initial new offering

- Front-end redesigned
 - ▶ New visual UI
 - ▶ Rich media support
 - ▶ Email marketing
- New Search by Map







Are you ready for change ? ...



**If so, at Dolphin we are ready to help you
make that change.....**

