

JacTravel

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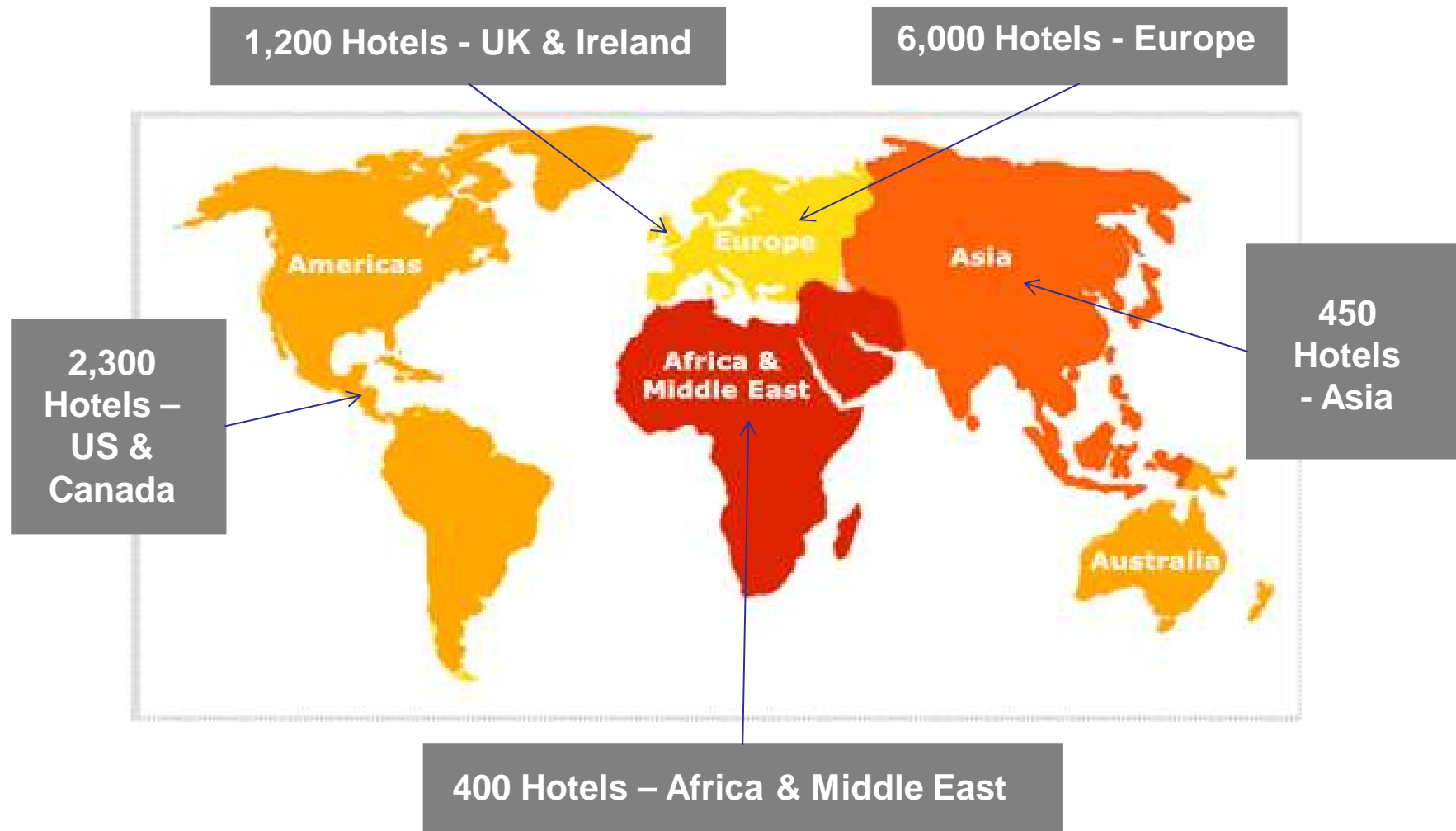
Intermediary Futures



History

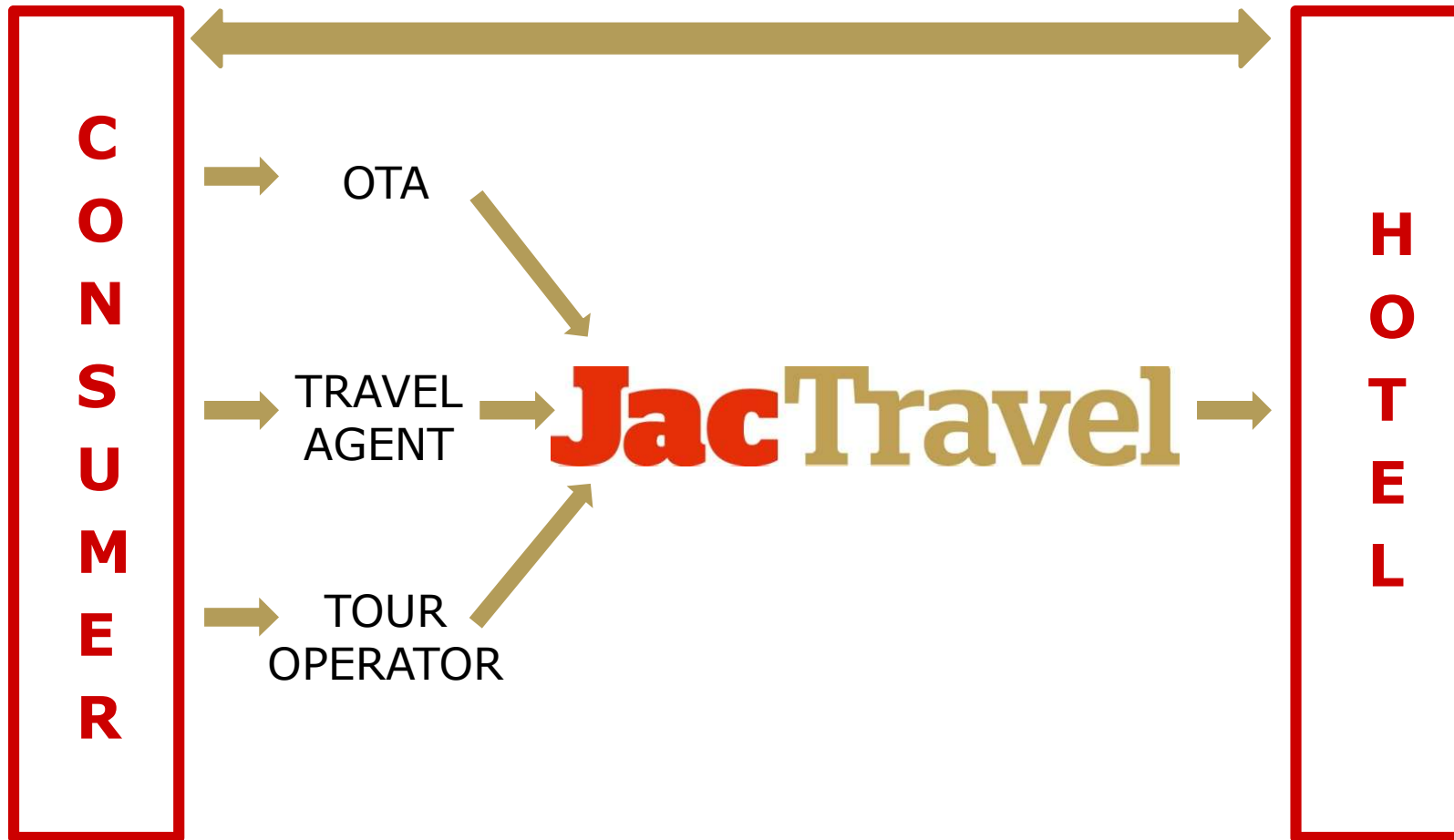
- 38 years of trading – Formed in 1975
- London Head Office & 7 International offices
- UK & Ireland Inbound Groups Operator
- Specialist e-wholesaler of net rate hotel rooms in over 550 cities all over the world
- FIT Bookings made by:
 - Traditional FIT reservations department
 - Password protected booking engine
 - XML API

10,000 Hotels Worldwide & Growing...



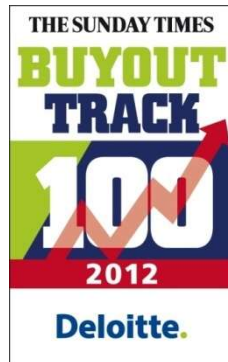
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Our Market Position...Dedicated B2B

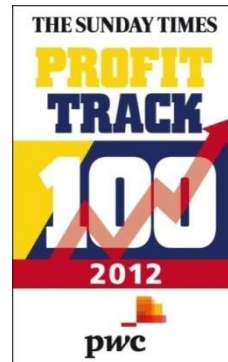


Service & Value

We are delighted to have won various awards recently



28th place
(awarded
Feb'12)



15th place &
Best Customer
Care Award
(April'12)



159th place
(awarded
July'12)



Tour Operator
of the Year
(awarded
Feb'12)



Green Tourism
Business Scheme
award at Gold
level

Starting point



Our intended destination



What we actually did.....



What to do about it?



Wrong architecture....



Wrong technology



Wrong requirements



Wrong people



Successes



Customer service



Lessons learnt....

1. Be mindful of contract with clients & suppliers
2. Choose the right technology
3. Involve the right people
4. Extract the right requirements
5. Design for the future, non-functional requirements are as important as functional requirements

Future

- Protect investment in processing real estate
- Reduce cost of hosting
- Different distribution methods?
- Different pricing models?
- Different payment methods?
- Use technology to help protect expected margin
- Reduce costs of procurement
- Continue to invest in customer service

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Thank you