

Mark Bradbury  
CEO & SVP Global Sales

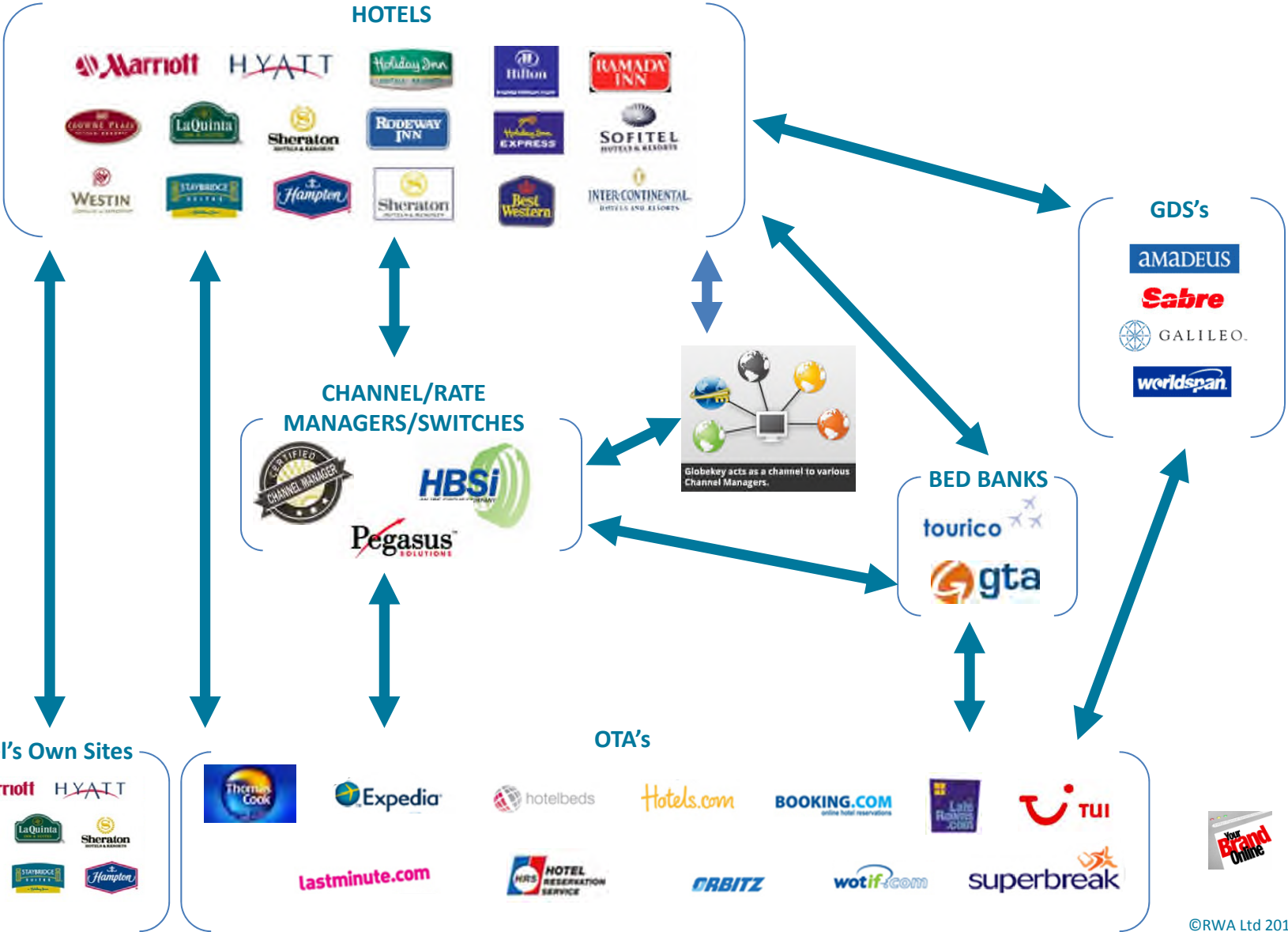
**Technology Enabling  
Distribution**

## Definition of Distribution

**Product distribution (or place)** is one of the four elements of the marketing mix.

Distribution is the process of making a product or service available for use or consumption by a consumer or business user, using direct means, or using indirect means with intermediaries.

# The Landscape



## The challenge



DANGER



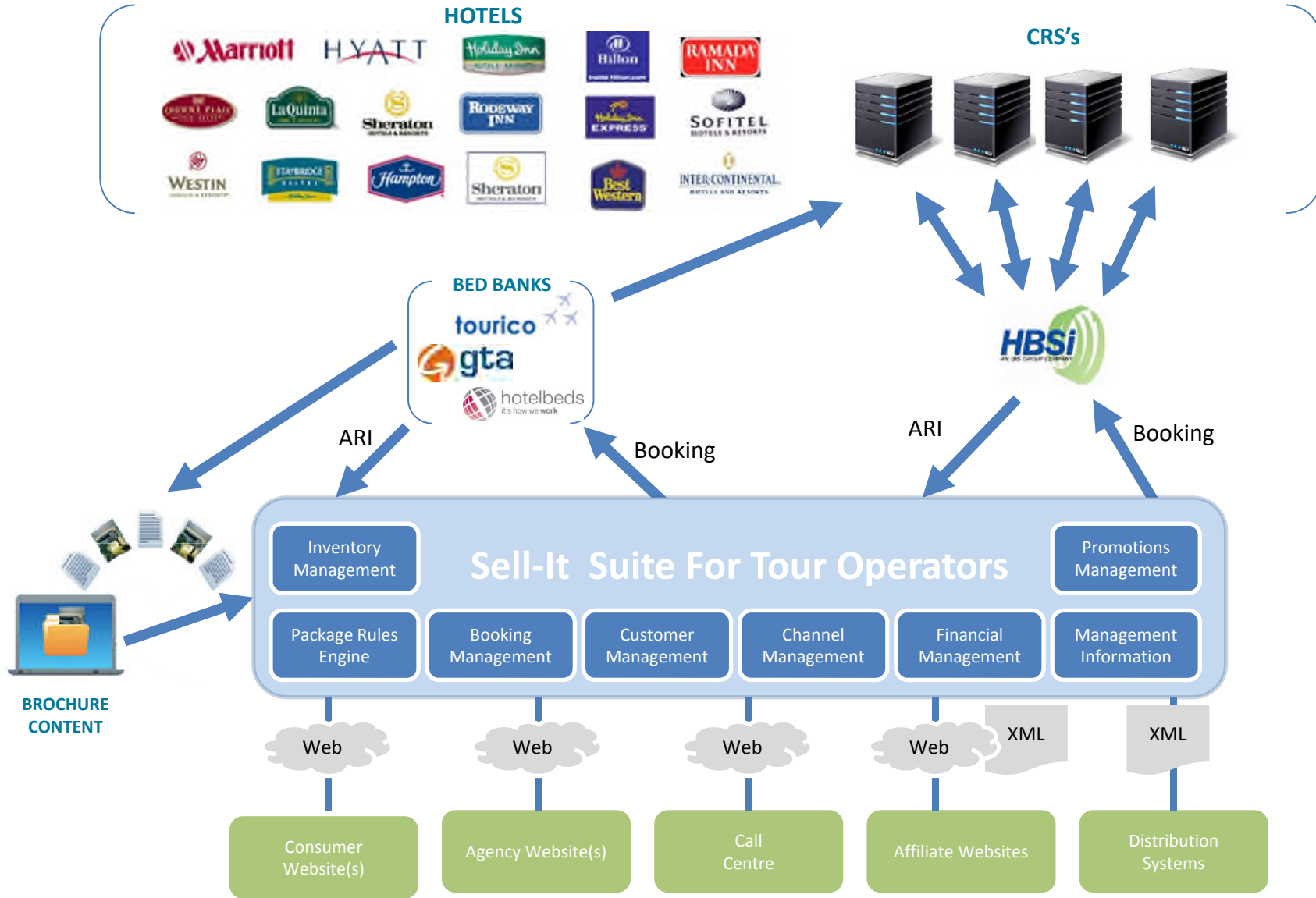
MINEFIELD



## What role can technology play?



# How our system does this







Destination: Paris  
 Date: 01-Jul-14  
 Total Duration: 1 nights  
 Room/Offer type: **Standard Double Double**  
[Change](#)  
 Meal Basis: Room only

Overview  
 The Hotel Grand Turin is a 3-star, Superior Tourist class property ideally located in Paris. Whether ...

[More about this hotel >](#)

From  
**R823**

per adult sharing  
[Price Info](#)

Rates include room and meal basis as per the offer only.

[Continue](#)

Alternative packages

Choose your package below and your package will update in the panel above

Grand Des Gobelins - Paris



★★★★☆ **Deluxe**

This is a 3-star hotel, considered an excellent tourist-class property. (03 ...

[More about this hotel](#)

Rates include room and meal basis as per the offer only.

From  
**R1077**  
 per adult sharing  
[Price Info](#)

[Select](#)

Le 55 Montparnasse - Paris



★★★★☆ **Deluxe**

This is a 3-star, pleasant hotel, with friendly staff. The rooms are defini ...

[More about this hotel](#)

Rates include room and meal basis as per the offer only.

From  
**R1157**  
 per adult sharing  
[Price Info](#)

[Select](#)

Trinite Plaza - Paris



★★★★☆ **Deluxe**

This is a 3-star hotel classified as a good superior tourist class property ...

[More about this hotel](#)

Rates include room and meal basis as per the offer only.

From  
**R1220**  
 per adult sharing  
[Price Info](#)

[Select](#)

Du Theatre - Paris



★★★★☆ **Deluxe**

This 3-star hotel is considered a superior tourist property. It offers good ...

[More about this hotel](#)

Rates include room and meal basis as per the offer only.

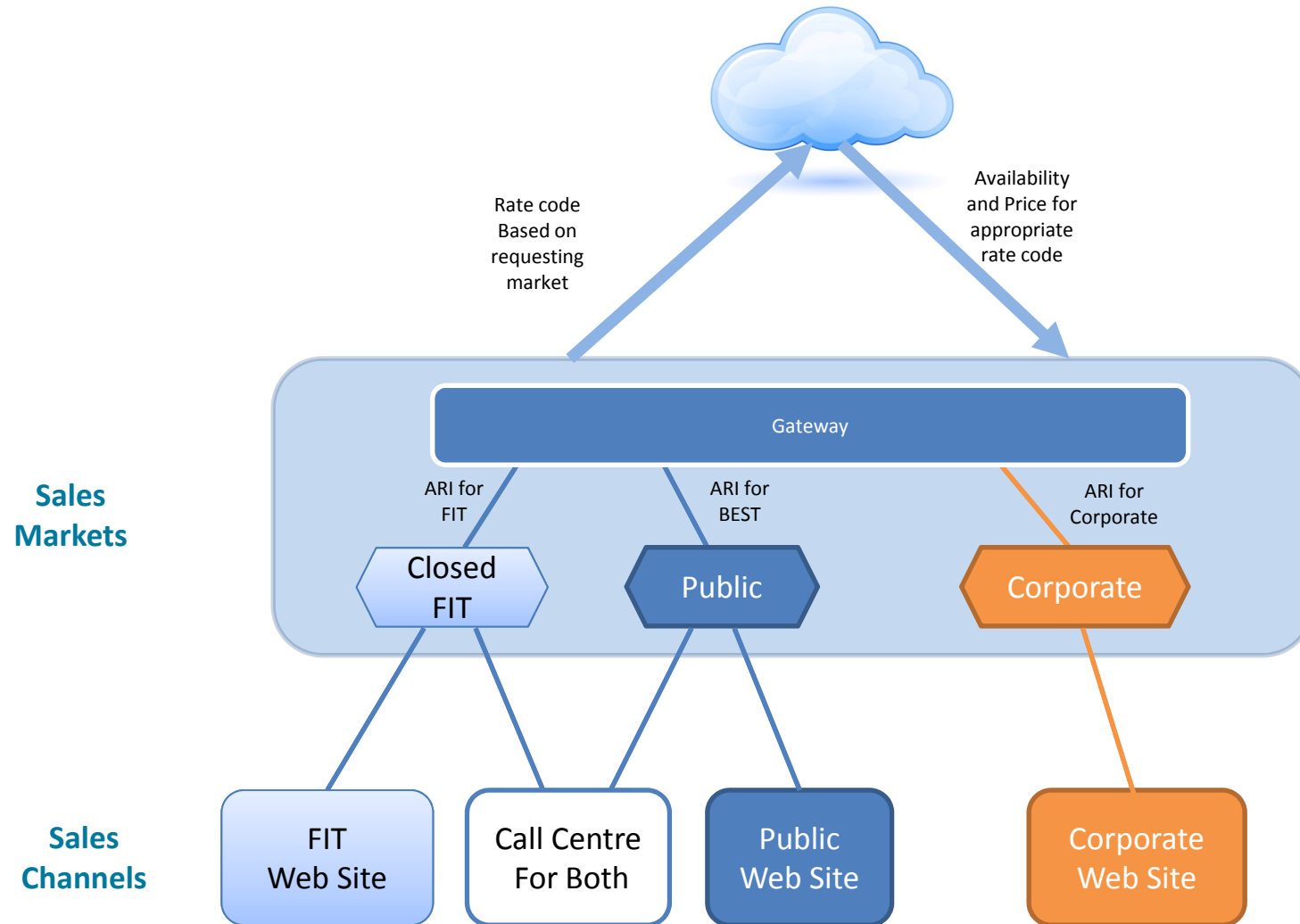
From  
**R1479**  
 per adult sharing  
[Price Info](#)

[Select](#)





# How Rate Protection Is Handled By Sell-It





## Current Project With Major Travel Company

Handles over 7 million room nights annually

Over 50 years experience working with hotels and other accommodations

Offices in over 20 cities worldwide

Been in business over 38 years

Multiple lines of business with contracted and real-time rates for each line of business

Our system and technology will provide the core inventory management and sales infrastructure for the business

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