



Online Travel Technology Solutions

Software As A Service Model

Offline Travel Agencies

Online Travel Agencies

Travel Wholesalers

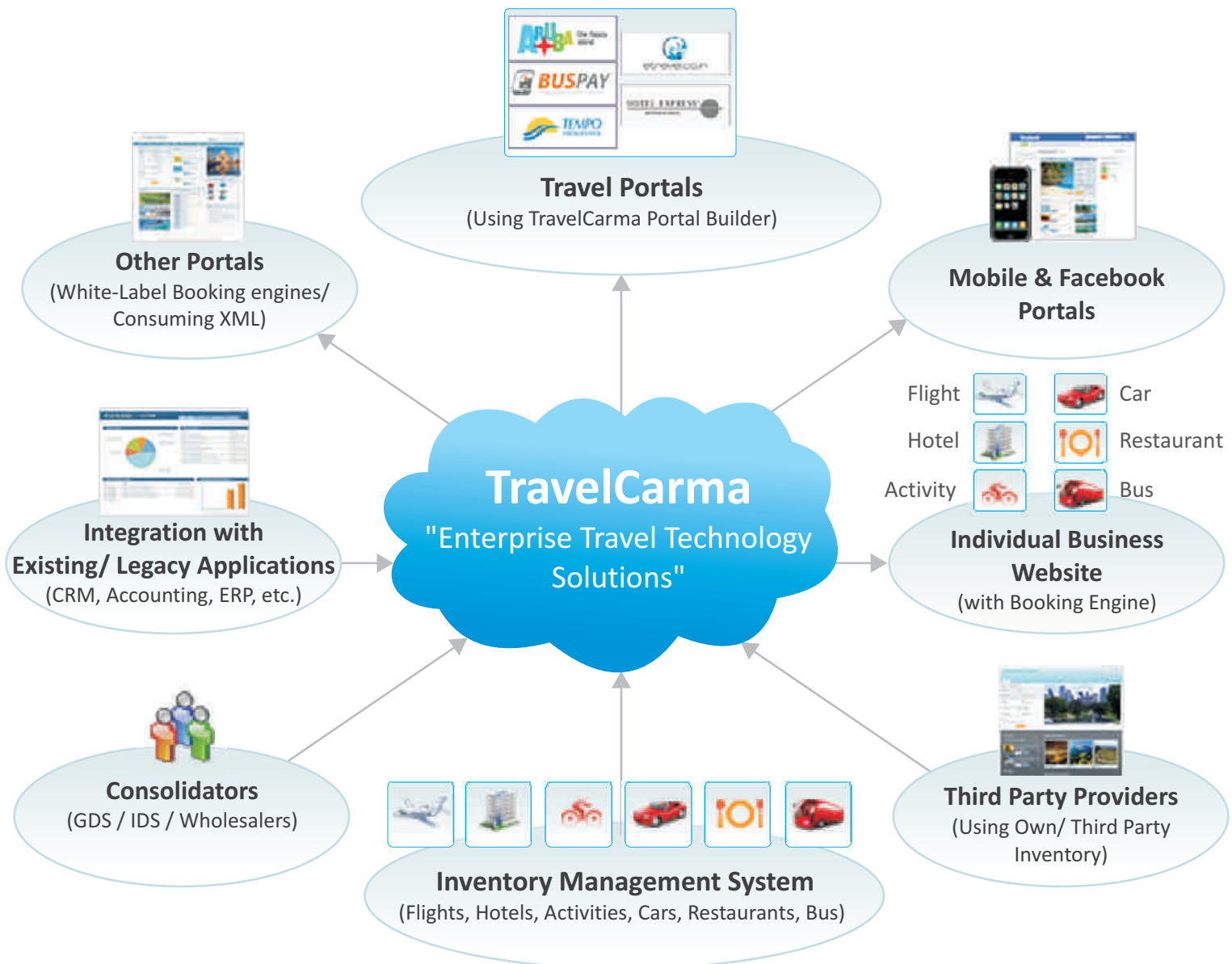
Destination Agents

Tour Operators

Quick Facts About TravelCarma

- TravelCarma - a Travel Technology Brand of Avani Cimcon Technologies Group
- Avani Cimcon is developing and delivering software since 1992
- Offices and representations in 14 worldwide locations
- Serving customers from more than 25 countries across the globe
- 100+ Live Travel Portals Implemented
- XML Integration with 85+ Travel Suppliers/wholesalers
- Pioneers in Travel Social Media Technologies, especially the Facebook
- Awarded Twice for Innovations in Travel Technology Domain
- Quality focused (ISO 9001:2008 certified / CMM level 3)

Cloud Based Solution



Comparison of TravelCarma with other Technology Providers

Features	TravelCarma SaaS Solution	Other SaaS Solutions	Other License Solutions	
Affordability	Prices Start from (Minimum Investment)	\$500	\$1,000	\$25,000
	ZERO Commission Model	✓	✗	✓
	Unlimited Users	✓	✗	✓
	Choose Your Own Product Configuration	✓	✗	✓
Points Of Sales	Content Management System (CMS) based Websites	✓	✗	✓
	B2C, B2B and Employee Specific Booking Engines	✓	✓	✓
	White Label Booking Engines for Affiliate Marketing	✓	✗	✗
	XML API for Inventory Redistribution	✓	✗	✗
	Mobile Booking Engine	✓	✗	✓
	Facebook Booking Portal	✓	✗	✗
Inventory Management	Inventory Management for Your Own Inventory	✓	✓	✓
	CRS with Extranet Feature	✓	✗	✗
	Pre-Integrated Suppliers	✓	✓	✗
	Flexibility to Connect Your Own XML Suppliers	✓	✗	✓
	GDS Connectivity	✓	✓	✓
Mid-office Functions	Multi-level Agency Management	✓	✗	✗
	Multi-layered Markups and Commissions	✓	✗	✓
	Co-Branding options for B2B Partners	✓	✗	✗
	Multilingual System	✓	✓	✓
	Multi Currency Options	✓	✓	✓
	Choice of Using Your Own Payment Gateway	✓	✗	✓
Markup Management	Supplier Wise Markup	✓	✓	✓
	Product Wise Markup	✓	✓	✓
	Customer Class Wise Markup	✓	✗	✗
	Agent Wise Markup	✓	✗	✓
	Portal Wise Markup	✓	✓	✓
	Destination Wise Markup	✓	✗	✗
	Customer Nationality Wise Markup	✓	✗	✗
	Branch-Employee wise Markup	✓	✓	✓

B2C Portal Solution

TravelCarma B2C portal provides the client with the facility to allow customers to book from their system. Moreover, the module allows the client to develop its own online branding in the B2C marketplace.

Major Functionalities of B2C Portal

- ❑ Online Inventory Management
- ❑ Online Multiple Supplier Management
- ❑ Markup and Margin Setup & Management
- ❑ Sales & Channel Management
- ❑ Web based B2C Booking Engine Solution
- ❑ MIS Reports & Complete Admin Controls
- ❑ Complete User Access Controls & Role Management
 - Direct online access to negotiated inventories, rates and availabilities
 - Inventory wise, Supplier wise & Season wise markup and margins
 - Facility to personalize email templates for system as well as business users
 - Automated system alerts and notifications
 - Ensure the online control of the commissions, promotions and discounts
- ❑ Multilingual content management system
- ❑ Real-time reports and analytics
- ❑ Enables opening up of online bookings for customers
- ❑ Back Office engine that accounts for all booking combinations & eliminate booking errors
- ❑ Fully Hosted Systems accessible 24/7 online from anywhere

Add-On Modules for B2C Portal

Call Centre Module

Call Centre Module for B2C portal allows the client to make booking on behalf of customers who are registered on the portal.

- ❑ Branch on Phone – Branch-wise & Employees-wise Bookings
- ❑ Member on Phone – Bookings by Registered Members of the Portal
- ❑ Categorize customers into classes and apply promotional/special rates on different classes
- ❑ Credit based bookings & branch wise markups and margins for customers
- ❑ Client will have a record on each and every phone inquiry

Trip Planner

Trip Planner module allows registered customers of the portal to create their own trip plans for themselves and share it with their companions.

- ❑ Create customized itineraries/packages on behalf of customers and share it via email
- ❑ Allows to plan a trip - search, check and save plans for online travel bookings
- ❑ Can save the itineraries with its validity & book at a later date with real-time rates and availability checks
- ❑ Can checkout trip details with instant online payment, view real time rates & make bookings
- ❑ Clients can create & save their trip plans, invite friends to discuss and edit the itinerary and book it online

Shopping Cart

Shopping Cart module provides visitors of the portal to select multiple inventory items and pay for them in a single transaction.

- ❑ Allows to select, copy, merge, add, move & save the online bookable items through the shopping cart
- ❑ Faster search with multiple travel bookings in one powerful tool of shopping cart
- ❑ Reduce the operational cost
- ❑ Add selected products to the quotation with instant online payments & send it through email
- ❑ Cart can be generated and sent via email to multiple recipients

Facebook Single Sign-on Utility

Facebook single sign-on facility is a social media integrated tool that allows the website visitors to sign-on to the portal with their existing facebook credentials to auto-register and sign-on instantly

- ❑ Easy access for the customer to book the ticket
- ❑ Allows social media networking with client's facebook page
- ❑ Create a platform to communicate with direct customers
- ❑ Get latest updates of customers on your network

Customer Management Module

Customer Management module for B2C portal allows the client to categorize customers into classes and apply promotional/special rates on different classes.

- ❑ Registration of customer who booked through your website
- ❑ Easy access to future bookings once added or registered
- ❑ Classification & Categorization of customers for specific booking promotions and rates

B2B/B2B2C Portal Solution

B2B/B2B2C portal provides the client with the facility to allow down-line agents to book from the client's system through secured login access. Moreover, the module allows the client to develop its own online branding in the B2B marketplace.

Major Functionalities of B2B/B2B2C Portal

- ❑ Online Inventory Management
- ❑ Online Multiple Supplier Management
- ❑ Agency, Sales & Channel Management
- ❑ Markup and Margin Setup & Management
- ❑ Web based B2B booking engine
- ❑ MIS Reports & Complete Admin Controls
- ❑ Complete User Access Controls & Role Management
 - Direct online access to negotiated inventories, rates and availabilities
 - Agent wise, Inventory wise, Supplier wise & Season wise markup and margins
 - Facility to personalize email templates for system as well as business users
 - Automated system alerts and notifications
 - Ensure the online control of the agents commissions, promotions and discounts
 - Setup downline agents with secured access for each agent
- ❑ Multilingual content management system
- ❑ Co-branding functionality for each downline agent
- ❑ Real-time reports and analytics
- ❑ Enables opening up of online bookings for down-line agents & corporate customers
- ❑ Back Office engine that accounts for all booking combinations & eliminate booking errors
- ❑ Fully Hosted Systems accessible 24/7 online from anywhere

Add-On Modules for B2B/B2B2C Portal

Call Centre Module

Call Centre Module for B2B/B2B2C portal allows the client to make booking on behalf of their downline agents and can setup branch wise employees who in turn can make booking on behalf of branch/field employees.

- ❑ Branch on Phone – Branch-wise & Employees-wise Bookings
- ❑ Agent on Phone- Agent & Downline Agent-wise booking/markup/commission setup
- ❑ Member on Phone – Bookings by Registered Members of the Portal
- ❑ Complete booking process can be handled & outsourced through the call centre module
- ❑ Client will have a record of each and every phone inquiry

Quotation Builder

Quotation Builder module provides downline agents of the client to select multiple inventory items and book them in a single transaction. Downline agents can perform different searches and still use the quotation builder.

- ❑ Allows to select, copy, merge, add, move & save the online bookable items through the cart
- ❑ Faster search with multiple travel bookings in one powerful tool of quotation builder
- ❑ Reduce the operational cost
- ❑ Add selected products to the quotation with instant online payments & send it through email
- ❑ Quotation can be generated and send via email to multiple recipients

Customer Management Module

Customer Management module for B2B/B2B2C portal allows the client to categorize agents into classes and apply promotional/special rates on different classes. This module is very useful when client wants to provide special rates to down-line agents.

- ❑ Registration of customer who booked through your website
- ❑ Easy access to future bookings once added or registered
- ❑ Can grow contact database increasing marketing reach of travel agents
- ❑ Classification & Categorization of customers for specific booking promotions and rates

Optional Modules

Website with Content Management System (CMS)

TravelCarma offers Content Management System (CMS) to its clients which not only allow them to manage content but also gives full control of the website/portal.

- ❑ Manage Website without any Technical Expertise
- ❑ Multilingual Functionality, Search Engine Optimization & Social Media Integration
- ❑ Add your deals/packages in advance with a publish date

White Label Booking Engine For Affiliate Marketing

Travel Agent can provide online bookings of multiple businesses in its existing website with a White Label Booking engine. It can be easily integrated with other websites and 3rd party suppliers with same look and feel.

- ❑ Connection & Integration with multiple inventory sources & third party websites
- ❑ Advanced search and filter options for the search inventory results
- ❑ Multi-Currency, Multil-Lingual & Hedging Functionality increases business reach

XML API for Inventory Distribution

Manages online travel inventory, availability & rates, various meta-data with optional services from the suppliers bundled in the travel products to sell. Expertise in integration with GDS/IDS/OTAs & Travel Distribution.

- ❑ Seamless integration with multiple supplier data sources via a single XML interface
- ❑ Initiate a single search against multiple GDS suppliers with one single integrated response
- ❑ Low cost for the start up companies interested in selling online travel products

Extendable CRS With Extranet

It adds extranet functionality to the system through which the system has liberty to securely share part of business information. With Hotel CRS a travel agent can share inventory details with contracted suppliers.

- ❑ Allow your partners/members/suppliers to login and update the inventory by their own self
- ❑ Advanced Extranet functionality, increase the reach of information and data security
- ❑ Reduction in Operational Expenses as Providers will add inventory by themselves

Facebook Booking Portal

While industry has just started talking about importance of eCommerce using Social Networking Sites, TravelCarma has already launched first-of-its-kind Social eCommerce System that runs right inside the Facebook. It is like running your website inside the Facebook, which will do branding and selling at the same time!

- ❑ A sophisticated and Attractive booking tool for your Facebook Page
- ❑ First-of-its-kind Social eCommerce System
- ❑ Unique blend of CMS, CRS and Booking Engine that runs inside the Facebook
- ❑ Facebook User can directly search inventory and make the bookings without leaving the website
- ❑ Facebook fans can Like, Share and Tweet the deals with their friends network

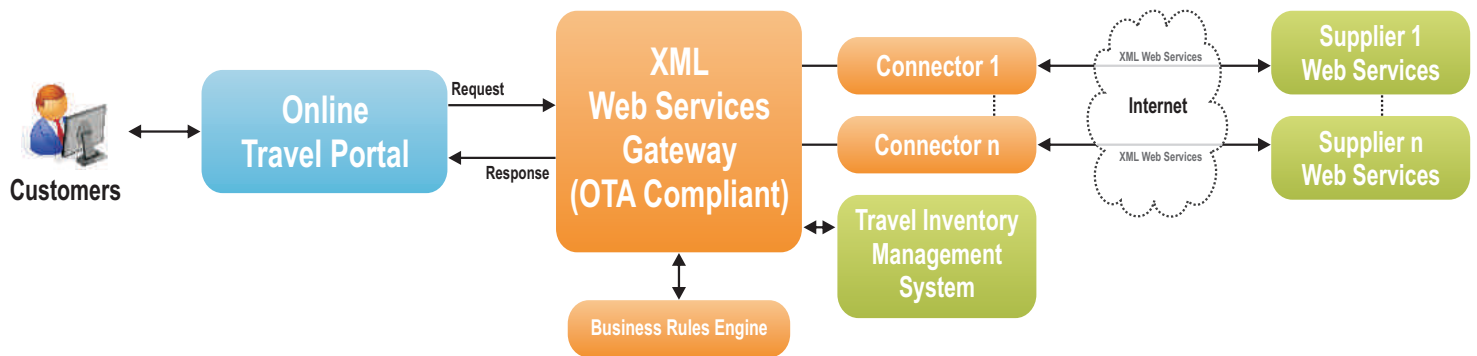
The screenshot displays the Facebook interface for the 'Paradise Resort' page. At the top, the Facebook navigation bar is visible with the search bar and 'TravelCarma Home' link. The main content area is titled 'Paradise Resort Online Booking Portal'. It features a navigation menu with 'Home', 'Hot Deals', and 'Packages'. A central booking form allows users to search for rooms, with fields for Nationality (United States), Check-in (2011/11/10), Check-out (2011/11/20), Rooms (01), and a table for Room types (1 room, 01 Adults, 00 Children). Below the form are sections for 'Hot Deals' and 'Packages' with various travel offers like 'Water Sports in Caribbeans!', 'Enjoy stay with Champagne', 'Best Deal for Leisure Tours', 'Beauty in Puerto Rico', 'Know Our Special Offers', and 'Wind Surfing In Puerto Rico'. The page also includes a sidebar with navigation links and a right-hand column with 'You and Paradise Resort', 'People You May Know', 'Sponsored Story', and 'Sponsored' sections.

Facebook, © 2011 English (US)

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Integration Services

XML Integration with Travel Suppliers



Partial List of Suppliers Integrated

Flights				
Hotels				
Cars				
Activities				
Channel Managers				
Payment Gateways				

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Awards

