

SIRRVA™ & MRUN™

Web Booking Engines for Travel Companies

SIRRVA and MRUN are end-to-end Web e-commerce solutions that provide travel agencies, tour operators, and travel suppliers with robust B2C or B2B Web booking engines. With SIRRVA, travel companies can sell a wide array of vacation packages, charter flights and a-la-carte components. By adding MRUN, travel companies can also access world-wide GDS published air, hotel and car fares, in addition to flights from leading Canadian low-cost carriers and consolidators.

The Leading Web E-Commerce Solutions Provider in Canada

Softvoyage powers more online agencies and tour operators Web booking engines than any other provider. Our systems search various online databases, providing access to the most complete list of products. Query results are displayed on a single page for ultimate shoppers' convenience. Once a fare has been selected, our systems perform a last availability check directly with the supplier before prompting the shopper to make the reservation and complete the transaction through a secure online form.

Access a Wide Array of Travel Content

Softvoyage has partnered and developed direct connectivity with all major ITC and FIT Canadian tour operators to create the largest online database of vacation packages, charter flights and individual FIT components such as airfares, hotels, cars, transfers and attractions. Travel companies can also access and sell published airfares, cars and hotels from any of the four GDS, in addition to web air-

fares and consolidated airfares from leading Canadian air carriers and consolidators. Softvoyage also maintains a number of direct travel suppliers connection for ultimate flexibility at the distribution level.

Individual Components and Dynamic Packaging

Both SIRRVA and MRUN support the sale of pre-packaged and a-la-carte components. This empowers shoppers with the ultimate flexibility when it comes to planning their travel. Shoppers can search and book pre-packaged vacation packages, individual components or build their own dynamic package, in a user-friendly Web environment.

Powerful Control Center for Ultimate Management Flexibility

SIRRVA and MRUN provide travel companies with the means to differentiate themselves and optimize their bottom lines. A powerful yet easy-to-use management control center incorporates sophisticated business rules and allows our customers to control the products

Benefits

INCREASE PRODUCTIVITY

- Improves efficiency
- Reduces sales cycle
- Reduces selling costs
- Reduces agent incoming calls and processing time
- Streamlines sales process

ENHANCE SALES

- Increases your sales by getting your share of the online travel market
- Opens new distribution channels with both B2B and B2C web distribution
- Improves online product offering with a wide array of components
- Increases number of closed sales



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TRAVEL MANAGEMENT AND DISTRIBUTION SYSTEMS

The screenshot shows a web interface for 'VACATION PACKAGES'. It features a navigation bar with tabs for 'FLIGHTS', 'CAR RENTALS', 'HOTELS', and 'LAST MINUTE'. Below the navigation bar, there are two main sections: 'Search Preferences' and 'Optional Preferences'. The 'Search Preferences' section includes dropdown menus for 'Departing', 'Destination', 'Date' (set to 5 November), and 'Duration' (set to 1 Week). The 'Optional Preferences' section includes checkboxes for 'All-Inclusive' and 'Beachfront', a 'Price Range' dropdown set to 'All Prices', a 'Hotel Rating' dropdown set to 'All Hotels', and a checked checkbox for 'Flexible on Dates'. At the bottom, there is a 'Search for packages' button and a link for 'Advance Search: search by hotel name'.

and the prices offered at the provider and component levels. The display of search results can be left to rank first the lowest fares or altered to favor specific providers with a view to maximize margins.

Branding Flexibility

Our solutions can be fully customized to match your own brand, and seamlessly integrated to your existing web site.

Statistics

A comprehensive set of statistics are available online such as reservations' information, number of site hits, visitors, page views, etc. This information allows our customers to continuously adapt their marketing strategies and design to travelers' behavior.

Accounting Integration

SIRRVA and MRUN seamlessly integrate with most Travel Agencies (including TravelWorks, TRAMS & Travcom/GBO) back-end and accounting solution, speeding-up the invoicing and reconciliation processes.

Electronic Distribution

Travel companies have the ability to add to their web site both B2B (password protected) and B2C booking engines. Travel products can also be distributed through various third party distribution switches (GDS, etc.), including the Softvoyage distribution network, the leading Canadian leisure travel distribution network.

ASP Hosting

Softvoyage operates an enterprise-level hosting facility that offers our customers the flexibility to access our systems remotely, in a service bureau environment. So travel companies can avoid getting involved in the complex and costly management of a stand-alone hardware infrastructure.

Support

Because our systems are mission-critical to your business operation, Softvoyage offers a 24/7 service level program, supported by a highly-trained and industry-savvy technical staff.

Corporate Snapshot

- Since 1987, Softvoyage has powered over 100 tour operators with TTS
- Softvoyage is the largest operator of Web booking engines in Canada with over 500 transactional sites live
- With its staff of 40+ employees, Softvoyage features among the largest Canadian IT services providers for the travel industry
- Softvoyage has offices in Montreal and Toronto

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