



Triometric Analyzer for Travel

THE CHALLENGE – IMPROVING LOOK-TO-BOOK RATIOS

With costly infrastructure supporting ‘free searches’ and look-to-book ratios measured in thousands to one, the online travel industry’s aim is to convert every search into revenue. Any obstacle to this objective – whether it is a lack of inventory, slow internal systems, slow suppliers or unattractive product offerings - results in a lost revenue opportunity.

THE SOLUTION

By monitoring live XML web service feeds using Triometric’s Analyzer, online travel organisations can benefit from comprehensive real time information from service performance to product demand and availability across multiple channels. This enables a true understanding of what customers want and how well those requirements are being satisfied. Monitoring any segment of this global supply chain using Triometric’s technology, whether it is client facing websites, wholesalers, aggregators or suppliers, has zero impact on live operational performance and no system changes are required.

FROM XML TO BUSINESS INTELLIGENCE

XML traffic holds key business information. The Analyzer extracts relevant data as clients request travel products and companies respond with their available options. As, potentially, terabytes of this data pass across the network, Triometric’s technology extracts, analyzes and converts it into actionable business intelligence.

CLIENTS & CHANNELS

Triometric Analyzer identifies high-performing client/channels based on their look-to-book ratios allowing companies to nurture these. Poorly performing channels can be analysed for underlying causes and encouraged to improve.

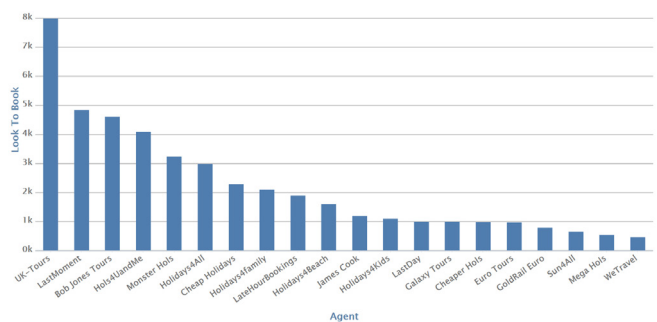
INVENTORY AND SUPPLIERS

Using supply-to-demand ratios companies can now continuously watch what consumers are searching for to ensure availability. The typical ‘no availability’ frustration experienced by consumers and lost opportunities for suppliers can be dramatically reduced. The same approach can be applied to supplier feeds to ensure supplementary product availability.

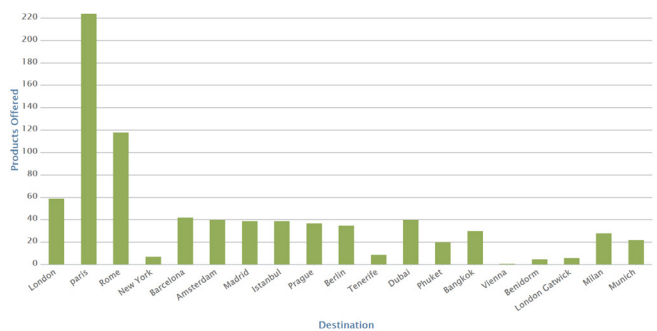
DISPUTE RESOLUTION & AUDITING

For auditing purposes, the system automatically stores summary performance data for every data transaction and full content data on bookings. When disputes arise, solid evidence can be provided, making resolution faster and easier.

Highest Look-to-Books by Agent



Supply-to-Demand for Most Requested Cities





MARKET SEGMENTATION & TRENDS

XML derived transactional (dynamic) data also includes significant search details that can be combined with product and booking time data to drive market segmentation analysis. It can be integrated with demographic and other types of (static) data to provide marketing departments with the capability to perform channel or market behavioural analysis to promote a more customized buying experience.

This may also include business vs. leisure, seasonal patterns, product category demand, price sensitivity and other analyses.

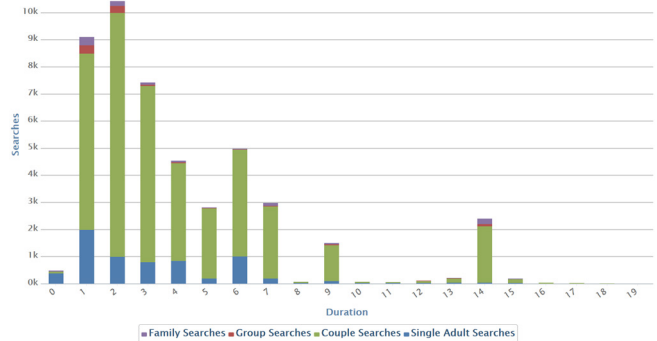
REVENUE MANAGEMENT

A combination of segmented supply-to-demand ratios and market analysis can be used to implement a dynamic pricing strategy based on search traffic peaks for specific products or time periods.

OPERATIONAL MONITORING & DIAGNOSTICS

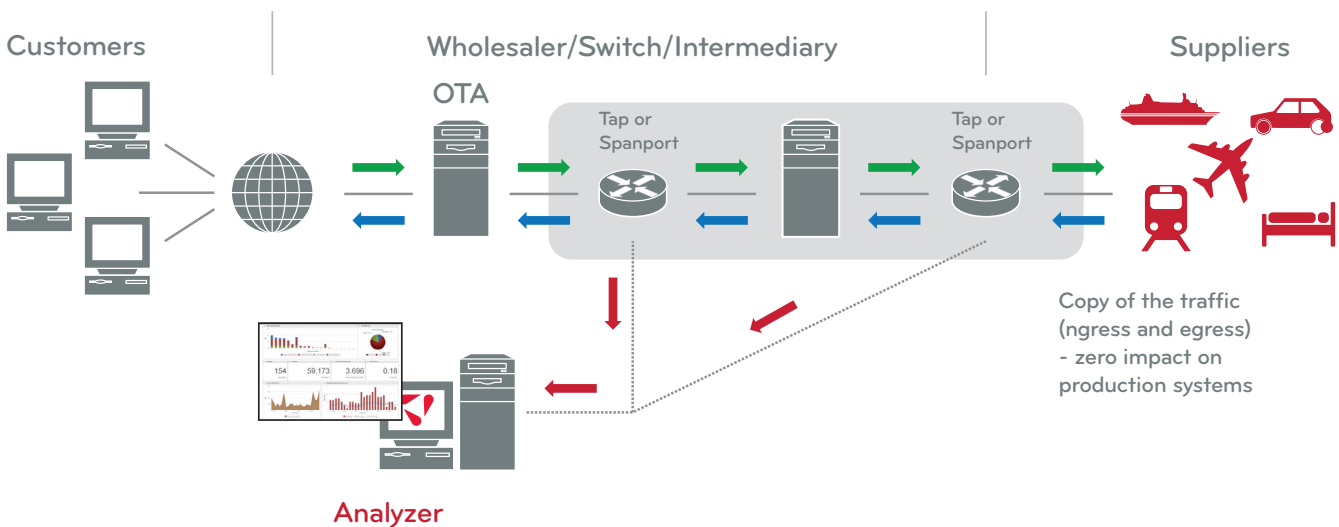
Triometric Analyzer monitors and analyses every transaction recording detailed performance and response size information. Response times are measured as server and network elements to provide real feedback on customer experience. Real-time dashboards and alerting provide feedback on current system health to relevant teams. The ability to drill-down into detailed information dramatically accelerates diagnostics and long term performance statistics enable informed capacity planning. Dashboards can be built to support different teams from IT Operations, Marketing, Sales and Supplier Management.

Check in Date Searches Segmented by Party Type



IMPLEMENTATION

The Triometric Analyzer is easy to install, connect and support. The system is non-intrusive as it runs on separate servers that contain all the necessary hardware and software and it has no impact on live service performance for all traffic volumes. The Analyzer's XML schema support toolset means that new customers can quickly gain insight into the detail of their web service requests.



Your perfect business intelligence partner