



# Analytics as a Service

**Trio Express is the cloud based version of Triometric's API analysis solution which offers near real-time capture and reporting of all shopping and booking traffic from your hotel booking platform.**

Designed for hospitality agents, distributors, aggregators and suppliers providing online search and booking services through an XML (or JSON) based API. Delivers detailed, effective business insight into key areas such as:

## **Client Activity**

Trio Express alerts you to any drop in searches or suspension by key agencies so damaging consequences to your client connectivity can be avoided or quickly rectified.

## **Operational Performance**

Ensuring optimised platform performance including response times to requests or network issues that can lead to time outs and missed opportunities.

## **Product Availability**

Ensuring that inbound price and availability searches are being responded to with available inventory. Mapping omissions, loading errors and technical issues lowers the percentage of requests showing availability. Trio Express alerts to issues and can help drill down to causes.

## **Look-to-Book Ratios**

Poor look-to-book ratios drive up business costs without additional revenue. Trio helps you identify which clients, destinations and products are converting and contributing.

## **Booking Activity**

Tracing bookings in terms of volume, product type and transaction value is essential in understanding which agents are best performing.

## **Market Trends and Buyer Behaviour**

Trio Express delivers data driven insights to understand seasonal patterns and events that influence market trends and buying behaviour.

## BENEFITS

Drive conversion rates through:

- Improved quality of service
- Lower error rates
- Plugging of inventory gaps
- Managing client channels
- Planning with market information
- Better understanding of the traveller
- Improved revenue stream
- Uncover and develop new markets

## SOLUTION

The architecture is based on Triometric’s industry leading XML API analysis solution, with the reporting system and database hosted as a cloud instance. The network traffic is captured in the client data centre or booking platform provider using the Triometric Data Collector, which feeds the analytics engine.

The analytics engine processes the Collector’s logs in near real-time, generates the IT operational information and extracts the business data from the XML system using schema specific rules.

Insights:

- Reports can be run against pre-aggregated data
- Reports to isolate and examine key issues
- Alerts can be set up to generate emails to raise awareness when threshold parameters are triggered
- Reports scheduled via email

The standard Trio Express package is available as SaaS license with training and ongoing support provided.

Users have access to visual dashboards and reporting features including the ability to export to Excel, PDF or CSV format and key alerts can be set up.

