



From XML to business intelligence

XML traffic holds key business information. Trio Enterprise extracts relevant data as clients request travel products and companies respond with their available options. As, potentially, terabytes of this data passes across the network, Triometric's technology extracts, analyses and converts it into actionable business intelligence.

The Solution

Trio Enterprise is a proven API performance monitoring and XML /JSON analytics platform used by some of the biggest B2B hotel distributors, bed banks and online travel companies, designed to deliver in dashboards and reports key near real-time operational and business insights.

Trio Enterprise is available as a dedicated on-premise analytics platform delivering operational and business insights to IT, distribution, revenue management and marketing departments.

It provides:

- **Operational monitoring** - of the health and responsiveness of your API environment with checks/alerts for transaction errors or failures.
- **Business Intelligence** - by translating the meta content of your XML request and reply traffic to unpack a wealth of intelligence about your customers, products, distribution channels and more. XML data can tell you a lot about the traveller's needs and situation as well as about the status of your inventory, availability and pricing.

Trio Enterprise comprises three essential components carrying out three core functions:

- **Data Collector** - to capture your data unobtrusively (with no impact on live systems).
- **Analytics Engine** - to collate, process and store the information produced by the Data Collector.
- **Reporter** - to generate and present downloadable reports and feed interactive dashboards.

The Data Collector is installed close to the web servers, while the Analytics Engine and Reporter are installed in any location that allows IP connectivity to the Data Collector. Reports are accessed by users using a standard web browser or delivered to their inbox. A wide range of reports are included as standard

and more technical users can customise queries and drill down to details of individual real users and transactions.

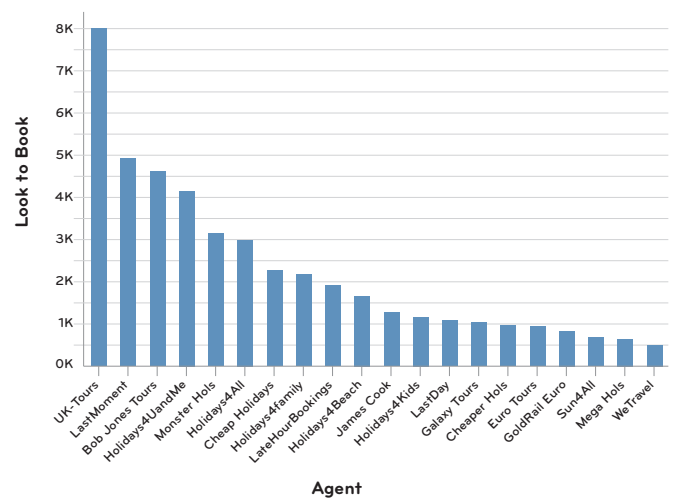
Clients & Channels

Trio Enterprise 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.

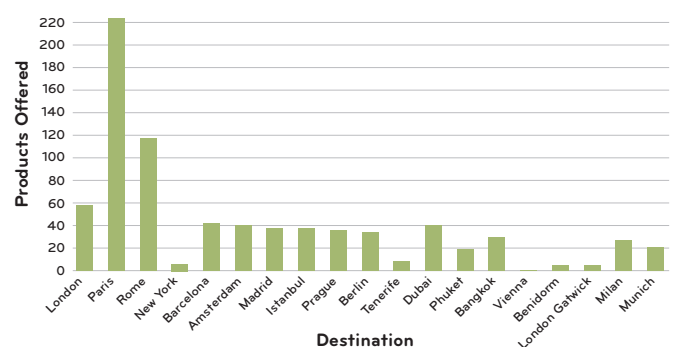
Inventory and Suppliers

Using supply-to-demand ratios companies can 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.

Highest Look-to-Book by Agent



Supply-to-Demand for Most Requested Cities



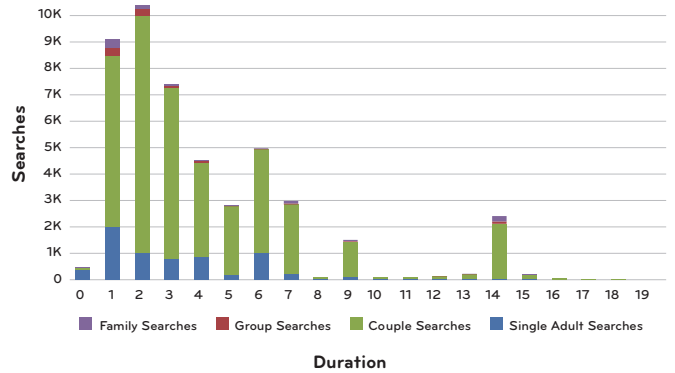
Market Segmentation & Trends

XML derived transactional (dynamic) data also includes significant search details that can be combined with product and booking time data to drive market segmentation and behavioural analysis including business vs. leisure, seasonal patterns, product category demand, price sensitivity and other analyses.

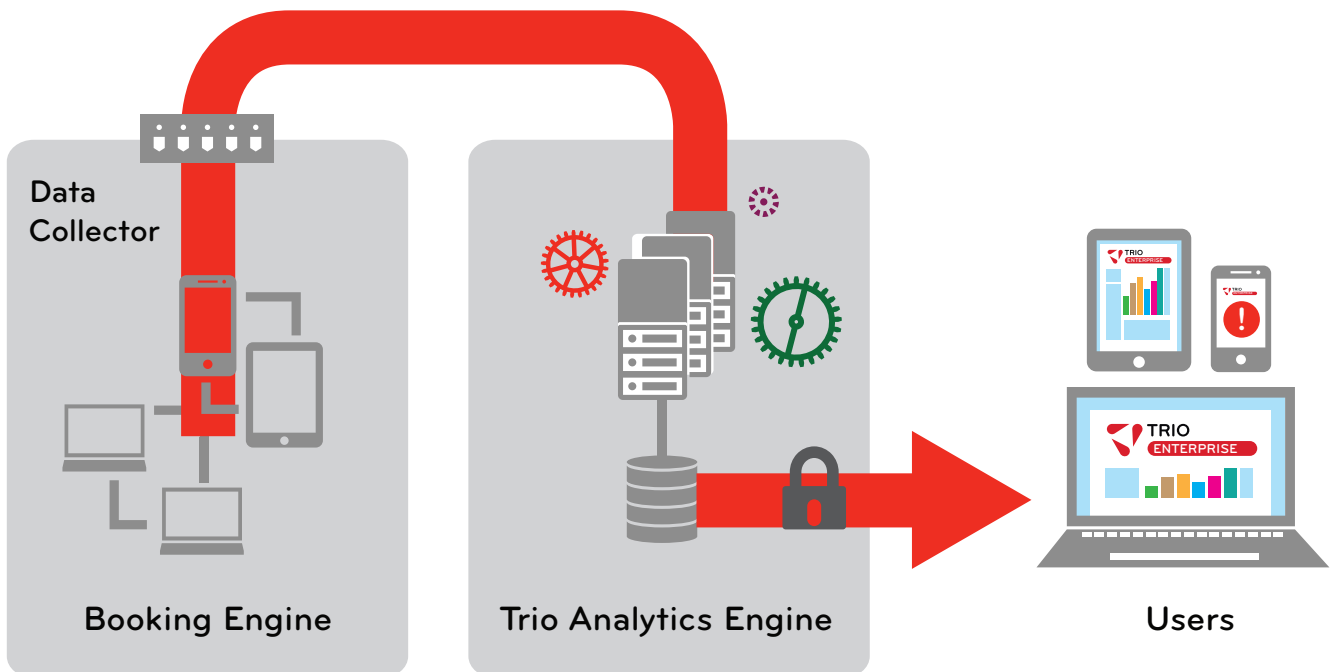
Implementation

Trio Enterprise is easy to install, connect and support. The system is non-intrusive as it is 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.

Check in Date Searches Segmented by Party Type



Client Data Centre



ABOUT TRIOMETRIC

Triometric is a specialist provider of XML business intelligence and operational analytics to the online hospitality industry. We help customers understand the intelligence embedded in their XML messages. With this insight they are able to identify and quickly remove bottlenecks, spot emerging trends, profitable opportunities and plan and optimise capacity more effectively. Today Triometric technology processes over two billion transactions every day.