



Analytics as a service

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

The Service

Aimed at small to mid-sized hospitality agents, distributors, aggregators and suppliers providing online search and booking services through an XML (or JSON) based API, Trio Express is the ideal solution to deliver detailed, effective business insight into key areas such as:

• Client Activity

Tracking client activity is critical in maintaining connectivity to vital channels. Trio Express alerts you to any drop in searches or suspension by key agencies so damaging consequences to your business can be avoided or quickly rectified.

• Operational Performance

Ensuring optimised platform performance. Poor response times to requests or network issues can lead to time outs and missed opportunities. Trio Express monitors response times and alerts you to performance issues as they happen, so you can make sure your revenue is not adversely impacted.

• Product Availability

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

• Look-to-Book Ratios

Monitoring Look to Book performance is key to understanding conversion rates. 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

Tracking bookings in terms of volume, product type and transaction value is essential in understanding which agents are best performing. Late bookings at discounted rates and low margins can be less attractive business. Trio Express delivers the full picture.

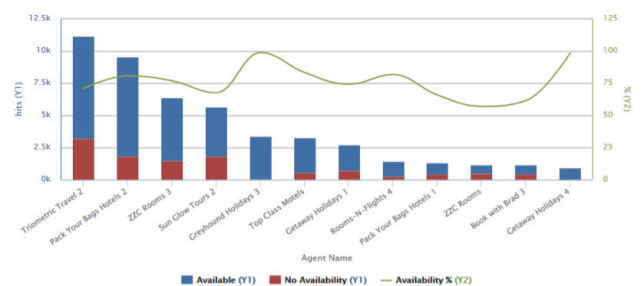
• Market Trends and Buyer Behaviour

Trio Express delivers data driven insights to understand seasonal patterns and events that influence market trends and buying behaviour. Staying ahead of inventory demands helps conversions.

AVAILABILITY BY AGENT

Items which started between:
Start: 07 Feb 2012 23:00:00
End: 08 Feb 2012 23:00:00

Timezone: GMT
Report Filters



Benefits

The overwhelming objective from the service is to drive up conversion rates through:

- Improved quality of service
- Lower errors rates
- Plugging of Inventory gaps
- Managing client channels
- Planning with market information
- Better understanding of the traveller

Clearly in addition to improving the revenue from existing business, there is the opportunity to use insights to expand existing markets or 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 using the Triometric Data Collector, which offers two approaches, either:

- Direct connection to the network switch associated with the booking platform. This approach is unobtrusive and has zero impact on the booking platform.
- Using a Packet Capture Agent residing on the booking platform servers to them to the Data Collector.

The Data Collector feeds the cloud based analytics engine in near real-time. The analytics engine processes the Collector’s logs, generates the IT operational information relating to network and IT systems and then extracts the business data from the XML system using schema specific rules.

Using sophisticated processes optimised over many years of development, the analysis process reverse engineers the network traffic and hosts the resultant data for access via web based reporting:

- Fast trend type reports can be run against pre-aggregated data
- Reports to isolate and examine key issues
- Scheduling can be used to deliver reports directly to end users via email
- Alerts can be setup to generate emails to raise awareness when threshold parameters are triggered.

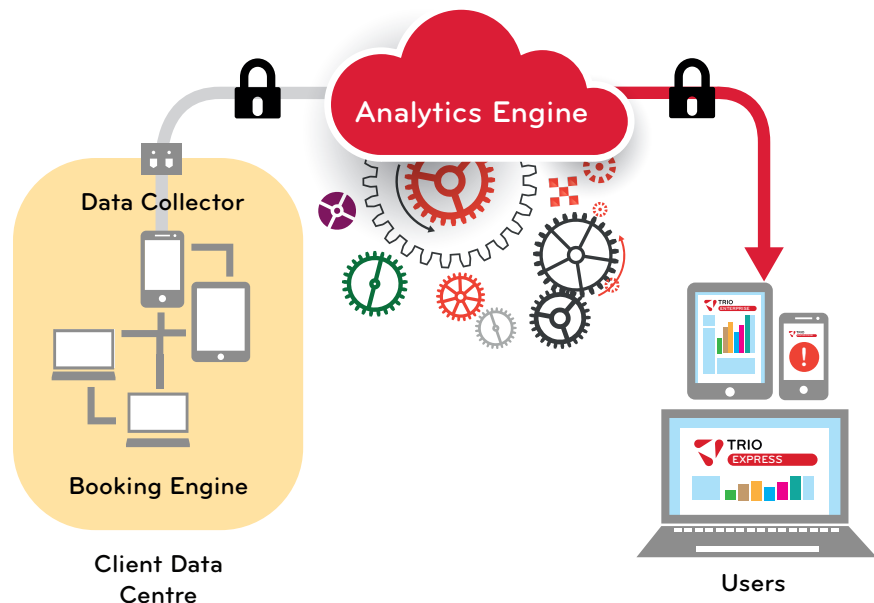
The standard Trio Express package is available as SaaS licence with training and ongoing support provided. Users have access to visual dashboards and reporting features including the ability to export to Excel, PDF or CSV format and key alerts can be set up.



Let us show you how it works

Contact us for a demo to see how Trio Express can help you distribute your inventory with data-driven decision making.

Sign up for a trial and experience the difference Trio Express can make.



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 and plan and optimise capacity more effectively. Today Triometric technology processes over one billion transactions every day.