



SOATravel “Next Generation” IBE

Powered by Lemansys SRL

June 2016

All Rights Reserved

# SOATravel

- Enterprise e-Travel Application
- Internet Booking Engine
- Modular Approach
- Multi Vendor
- Multi Service
- Service Oriented
- Normalize Data & Results
- !!! Isn't a White Label / End Product !!!



# Targets

- Tour Operators
- Travel Networks
- Big OTA



- Isn't for Small Travel Agencies !!!
  - Too Expensive
  - Too Complex
  - ... Too Powerful !!!



# SOATravel Product License(s)

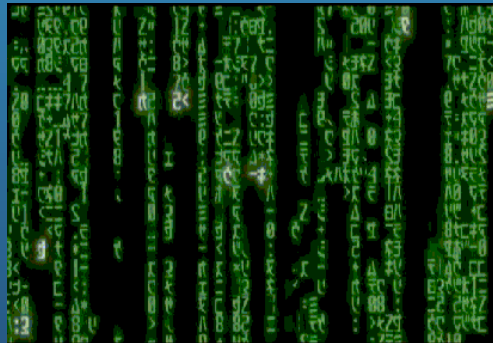
- In HOUSE (annual license / on premise)



- Remote / Cloud (annual license)



- Fully Licensed  
(Buy all our code...)



# SOATravel: Where we are?



A diagram illustrating the SOATravel ecosystem. It features three rounded rectangular boxes arranged horizontally, connected by a large, light blue arrow pointing from left to right. The first box is dark blue and contains the text 'Travel Service Providers'. The second box is green and contains the text 'SOATravel'. The third box is dark blue and contains the text 'Your Business', with 'Your' in orange and 'Business' in white. The background is a gradient of blue with a large, stylized arrow shape pointing right.

Travel  
Service  
Providers

SOATravel

**Your**  
Business

# SOATravel: What can We do?



- Aggregate data from different sources
- Normalize, Filter, Manipulate content



- Expose Travel Services (Soap/Rest)
- Distribute (to 3<sup>rd</sup> parties customers)



- Publish Web Applications
- Multichannel & MultiBrand distro

# SOATravel Components

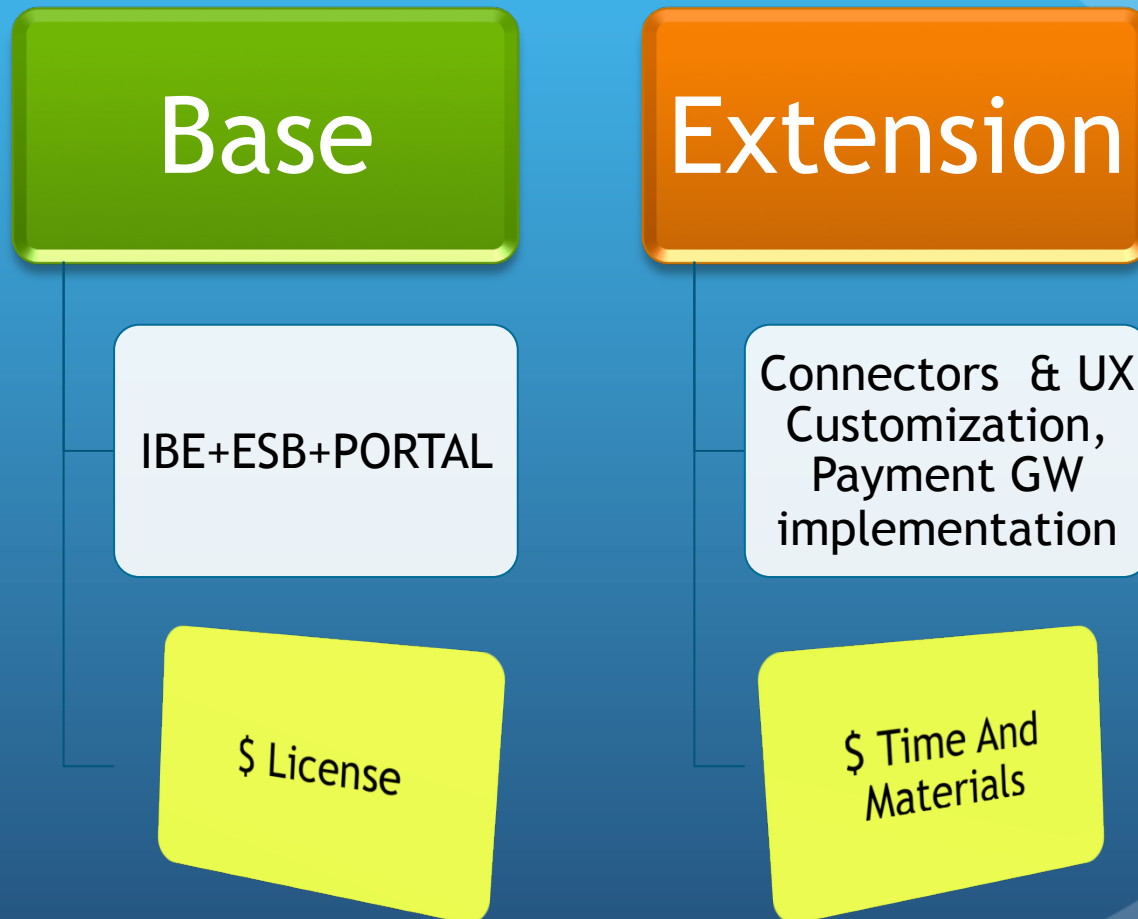


# SOATravel “Next Generation”

- A New Point of View (2017)
- Improve **Customer Independency**
- More **scalable** and **reusable**
- Multichannel and Multi Device
- **Mobile** Ready
- “Really” **Extensible** (through “Fully” MVC Patterns)
- **Baseline** + Ad hoc **Customization** (UX and Back End)



# SOATravel NG - Dual Offer



# SOATravel NG “Baseline”

- Provided “as license”
- **Base Functions** for IBE + ESB + PORTAL
- All Selected Connectors
- **Support** , **Training** and **Upgrades** Included
- Fully working with **basic responsive front end**
- **No Interaction** with Customer Back-End System
- **Ready to be integrated** with common **Payment GW**

# SOATravel NG - “Extension Pack”

- We don't charge you with “gold plating” and we offer a low cost entry level with “essential baseline”
- **Change IBE behaviors:**
  - Re-Calculate Prices, Travel Item Responses, ...
- **Customer Back-End Interaction:**
  - Store Reservations into the customer back end system
  - Emailing, review links ...
  - Specific Payment Gateway Provider Implementation
- **User Interface customizations**

# SOATravel NG - Extension



The diagram consists of two large, dark blue arrows pointing in opposite directions, one to the left and one to the right. They are positioned horizontally and overlap slightly in the center. The background is a light blue gradient with a large, faint arrow shape pointing right.

Customers  
do it

Lemansys  
does it

# SOATravel - The Customer Extends

- Every Customer can (**big challenge/discouraged**)
  - Create FILTERS to change IBE Behaviors
  - Create Payment Gateway Implementations
  - Create Ad Hoc Connectors

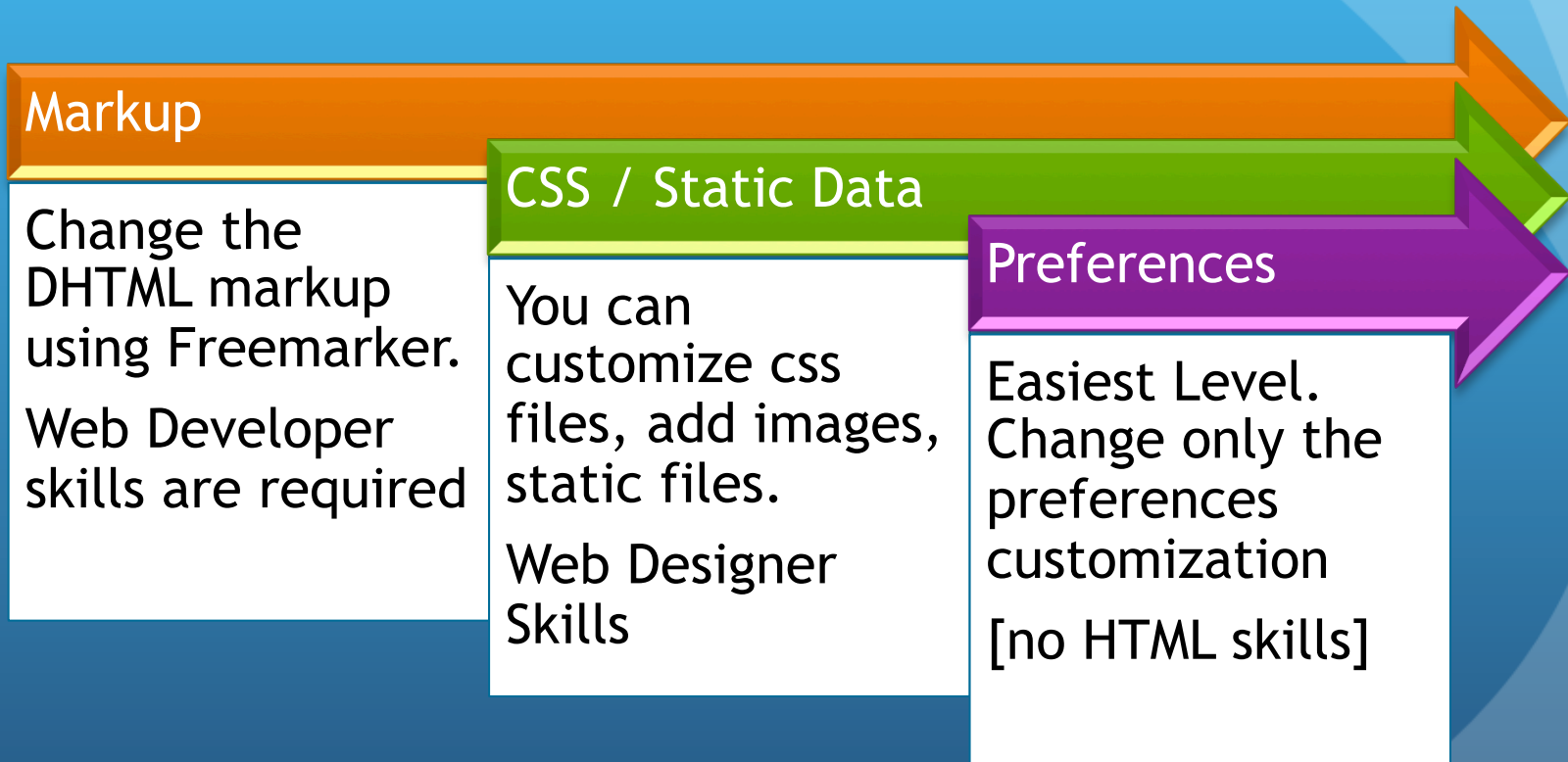
JAVA / JAVA EE Skills are required
- Every Customer can (**easier/suggested - we promote it**)
  - Customize the look & feel

HTML / CSS Skills are required
- Lemansys supports but isn't responsible for runtime problems, front end bugs (javascript ...)

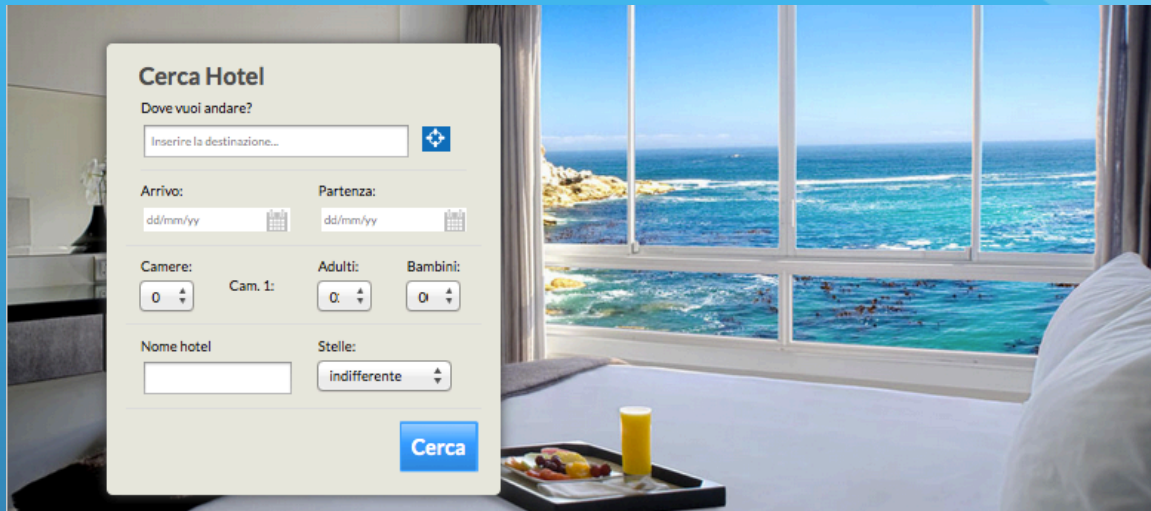
# SOATravel - If Lemansys Extends

- Lemansys creates **separate projects** for the customers
- Lemansys **picks up** the **responsibility** and provides the **same support level** of the base product
- Lemansys is responsible to keep separated and still working the customized product across all base product upgrades
- Lemansys **deploys** and does **back-up** of custom projects
- Lemansys **knows** Soatravel 😊

# SOATravel UX Extension Example



# Example



**Cerca Hotel**

Dove vuoi andare?

Arrivo:  Partenza:

Camere:  Cam. 1:  Adulti:  Bambini:

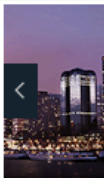
Nome hotel:

Stelle:


**Cerca**

**Le destinazioni più richieste**


Inizia la tua ricerca dalle destinazioni più popolari.



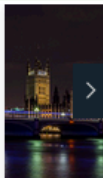
**Bangkok**  
Save up to 20%



**Dubai**



**New York**  
Save up to 30%



**Londra**  
Save up to 30%

# Example

CSS / Static Data: hotels.css

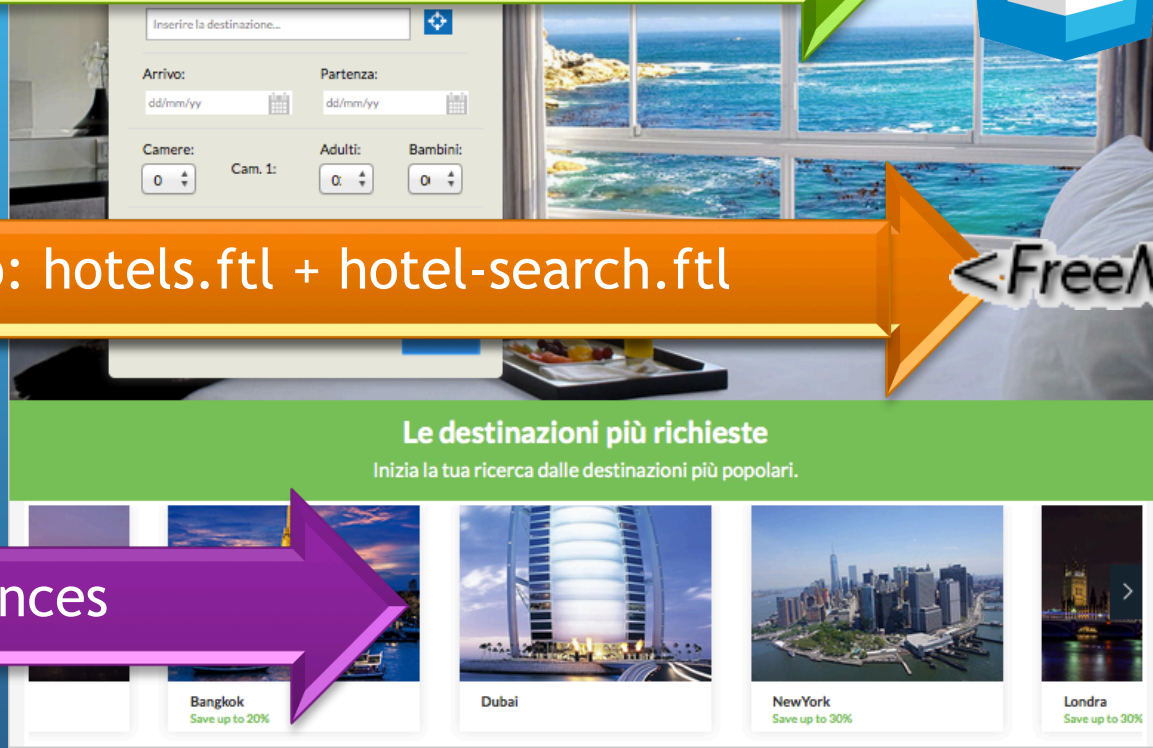
CSS



Markup: hotels.ftl + hotel-search.ftl

<FreeMarker>

Preferences

A screenshot of a hotel search website. At the top, there's a search bar with the placeholder text 'Inserire la destinazione...'. Below it are fields for 'Arrivo:' (arrival) and 'Partenza:' (departure), both with date pickers. Further down are fields for 'Camere:' (rooms), 'Cam. 1:', 'Adulti:' (adults), and 'Bambini:' (children), each with a numeric input and up/down arrows. The background of the search form shows a view from a hotel room window looking out at a beach and ocean. Below the search form is a green banner with the text 'Le destinazioni più richieste' (Most requested destinations) and 'Inizia la tua ricerca dalle destinazioni più popolari.' (Start your search from the most popular destinations.). Underneath the banner are four destination cards: Bangkok (Save up to 20%), Dubai, NewYork (Save up to 30%), and Londra (Save up to 30%). Each card features a representative image of the destination.

# SOATravel - Wrap Up

- SOATravel is a powerful and innovative IBE
- SOATravel offers a solid and basic baseline
- SOATravel is extensible and multi-tier customizable
- Grow up your business
- Get the best license and build an extraordinary platform for every B2B and B2C project
- Contact us : [info@lemansys.com](mailto:info@lemansys.com) | [soatravel@lemansys.com](mailto:soatravel@lemansys.com)

# SOATravel - Questions?

- Thank You For Attention!

