Digital Transformation and Innovative Solutions
for the Travel Industry

CodeGen
www.codegen.co.uk

The future of travel is bright and technology will be key to a quicker recovery

Increase profitability, improve productivity and drive costs down with a CodeGen solution

20+ years of proven experience transforming multi-million and billion dollar companies globally with our R&D led, purpose built, proprietary software.

The TravelBox™ product suite offers an **end-to-end intelligent travel technology solution** for tour operators, OTAs, airlines, cruise lines, DMCs, resorts & attractions and much more.

10+ advanced travel technology products
(Integrated/stand-alone)

20+ years of experience

3 international offices

7 billion transactions

20 countries reached across 5 continents
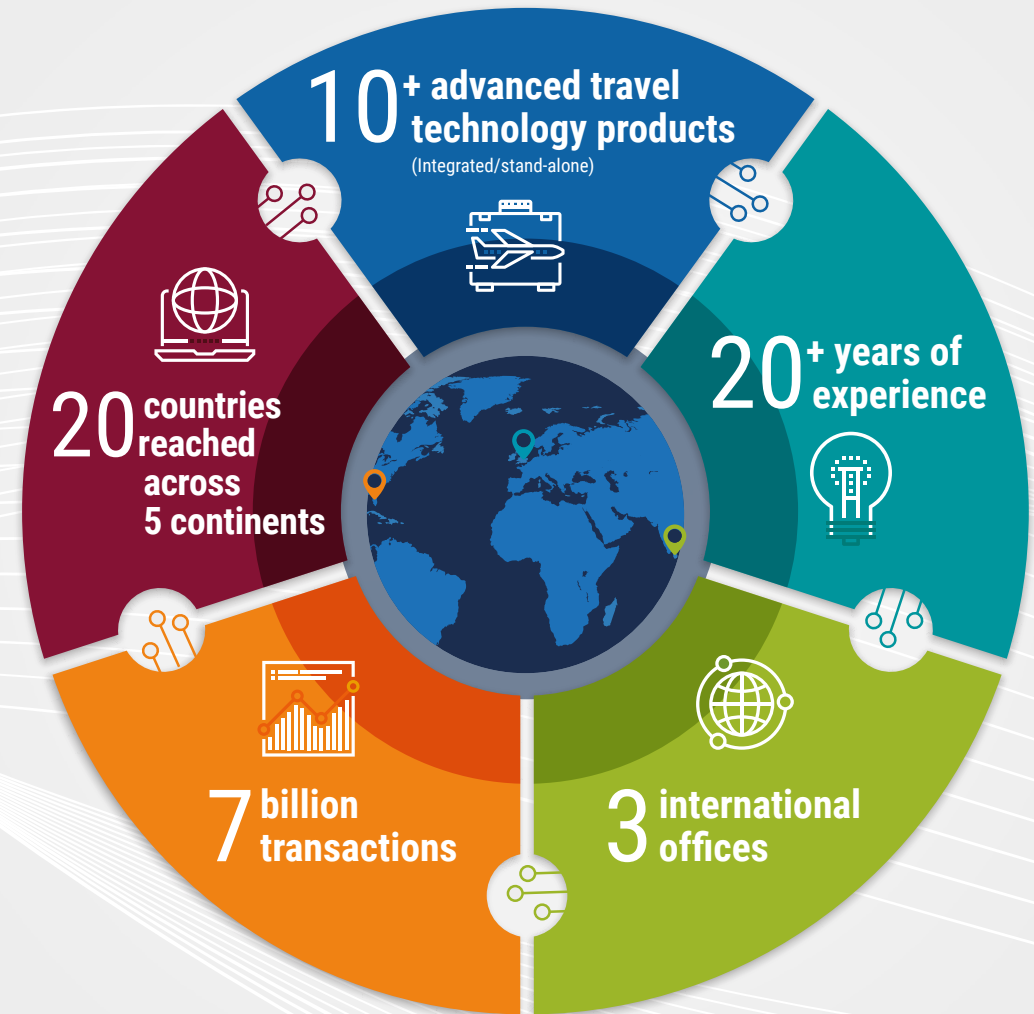
Successful track record of delivering advanced travel systems

CodeGen is a global technology software provider that specialises in innovative, high performance technology for the travel industry.

We have a proven track record of designing and implementing integrated travel solutions for our clients across multiple industry sectors. Our expertise in packaging solutions, integration, inventory management and artificial intelligence, combined with our skilful project delivery and governance, means our clients benefit from improved process efficiency and enhanced end user experience (B2B & B2C) with greater speed to market. This in turn drives overheads down and increases profitability.

CodeGen's philosophy revolves around research and development, and we invest heavily in our own development roadmap, focused on driving innovation for the broad travel sector. Our goal is to bring value to our clients by driving revenue growth, whilst helping them to deliver an outstanding end-customer experience plus offer opportunities to disrupt their market place.

We view our clients as long term partners, designing and delivering everything from complete digital transformation to lightweight pluggable applications together. Implementation of our enterprise solution "TravelBox™" can provide considerable benefits, including significant cost reduction through automation, and increased online conversion rates.

Our highly adaptable and pluggable AI based applications offer real cutting edge solutions, these include chatbots/virtual assistants, review platforms, revenue management and personalisation.
See our section on "Flair Product Framework" for details.

TRAVELBOX
brighter thinking technology

TravelBox™ is our flagship product, fundamentally an end to end platform for product and reservation creation and management. An enterprise solution sitting at the heart of your technology stack; likely to replace many of your legacy systems and integrate with many of your other upstream and downstream technology applications and services.

The loosely coupled nature of TravelBox™ means it can be configured and scaled easily to accommodate any business model complexity.
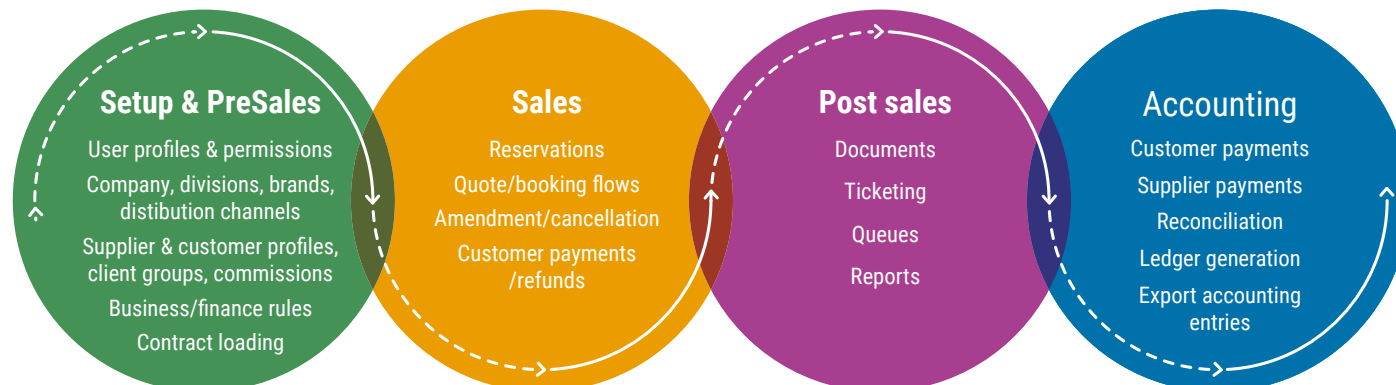
Each micro-service / module provides a different feature to the TravelBox™ software platform, and various configurations and rules can be easily applied to meet the exact requirements of our clients business model.

Key Strengths:

- ✓ A proven product with a global footprint
- ✓ Scalable solution
- ✓ High performance
- ✓ Modularized micro-service architecture
- ✓ RESTful API
- ✓ Multiple packaging & booking flow experience options
- ✓ Integrations with multiple 3rd party products and services

- ✓ Adaptable business structure
- ✓ Supports multiple business models
- ✓ Automated workflow with comprehensive product suite

As a fully integrated solution TravelBox™ supports a full operational lifecycle of products and bookings i.e. pre-sales, sales, post sales & accounts.

Your End-to-End Platform for Transformation

Setup & PreSales
User profiles & permissions
Company, divisions, brands, distibution channels
Supplier & customer profiles, client groups, commissions
Business/finance rules
Contract loading

Sales
Reservations
Quote/booking flows
Amendment/cancellation
Customer payments /refunds

Post sales
Documents
Ticketing
Queues
Reports

Accounting
Customer payments
Supplier payments
Reconciliation
Ledger generation
Export accounting entries

TravelBox™ is a robust and flexible platform that adapts easily to multiple industry sectors.

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TravelBox™ *for* tour operators

Designed from the outset with the requirements of tour operators at its heart, the platform is adaptable to different business models inbound, outbound, B2C, B2B, niche or mainstream. TravelBox™ provides tour operators with a state-of-the-art, high performance reservation platform capable of running the most complex of business operations.

TravelBox™ *for* resorts and attractions

We work with the biggest resorts and attraction providers worldwide to manage their accommodation and ticket packages. TravelBox™ can handle recommending infinite packaging options while maximising yield to ensure optimum revenue management. Complex pricing strategies can be supported with our dynamic pricing engine, to maximise ticket sales for theme parks, attractions and more.

TravelBox™ *for* cruise

TravelBox™ utilises dynamic packaging to sell flexible cruise packages, via all your distribution channels, to maximise revenue. Own inventory can be loaded into TravelBox™ or we can integrate with an inventory system to source content. If selling 3rd party cruise content we are integrated with multiple cruise lines. TravelBox™ cruise integrates to loyalty programs, supporting both reward and redemption processes along with repeat cruiser recommendations.

TravelBox™ *for* airlines

TravelBox™ can handle the complex scheduling and pricing matrices required of an airline business. TravelBox™ provides an airline with its own centralised product hub by connecting to an airline PSS via OTA or NDC API and also offers Host to Host (H2H) connections to suppliers/aggregators for air and non-air ancillaries. TravelBox™ can be connected to any CRM, CMS or loyalty system of your choice to further extend the services offered to the consumer. A comprehensive rule and distribution service engine within TravelBox™ simplifies the merchandising of any combination of products to sell across any channel. The merchandising simplicity and flexibility delivers increased conversions and revenues.

TravelBox™ *for* destination management companies (DMCS)

TravelBox™ is used by DMCs who leverage our wide breadth of third party connections. With the TravelBox™ API, rich destination content can be shared with partners to maximise sales. A comprehensive packaging and pricing engine combined with a set of key controls and business rules ensures optimum sales and distribution. TravelBox™ delivers a high level of automation and efficiency that helps increase profitability. TravelBox™ can be integrated with our own sophisticated Servicing platform to efficiently manage services in resort such as transfers, tour guides and more (See page 7 for further information).

TRAVELBOOKER

TravelBooker is a lightweight SaaS based version of TravelBox™, aimed at the nimbler business operation. It utilises the best features of TravelBox™ to provide niche independent tour operators and travel agents (traditional and OTA) with a booking solution.

Main features include the following with much more being delivered off our future roadmap:

- ✓ Desktop application user interface
- ✓ B2B & B2C IBEs
- ✓ Dynamic & pre-built packages
- ✓ Manage my booking
- ✓ Multiple 3rd party hotel connections via Tritium hub
- ✓ Multiple Host to Host connections for other services e.g. car hire, ground transportation & activities
- ✓ Multi GDS options

- ✓ Payment processing options including Stripe
- ✓ Inventory loading service
- ✓ Adaptable business rules for pricing, aggregation and T&Cs
- ✓ Documentation templates
- ✓ Reports and analytics
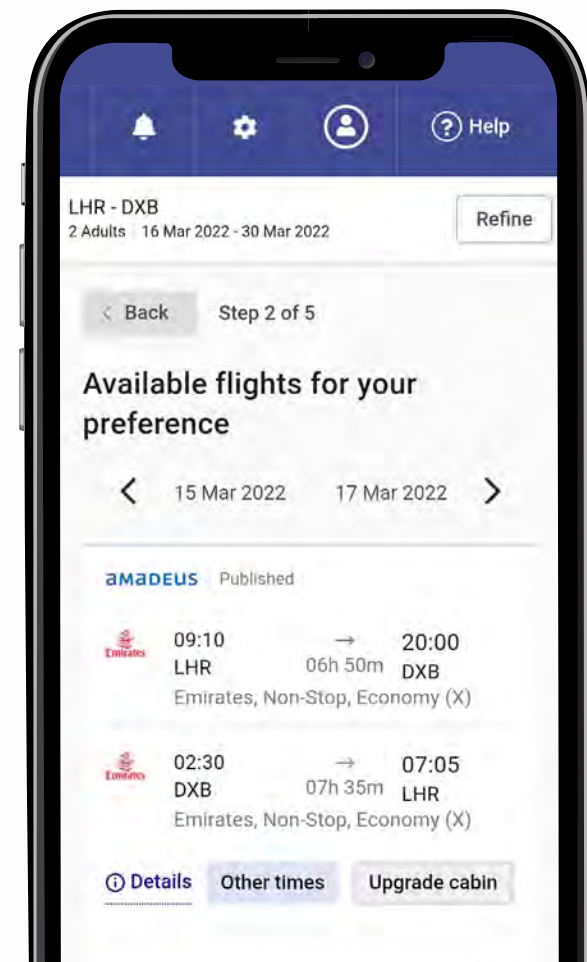
TravelBox™ DMC Servicing

Create value for travellers and tour groups discovering destinations with cutting-edge DMC management software to seamlessly manage business operations and offer extraordinary hassle-free holidays.

TravelBox™ DMC Servicing platform enables destination management companies, ground handlers, inbound operators, fleet management companies and asset owners to seamlessly manage their suppliers & resources to optimally allocate and fulfil their sales requests. Source from any platform or channel to manage day to day operations using cutting-edge technology to offer both web and mobile experience to the users.

Core features include:

- ✓ Access via multi browser, device and platform
- ✓ Mobile app for resources/suppliers with self on-boarding
  - ✓ Accept service jobs via app
  - ✓ Profile management, calendar & real time communication
- ✓ Supplier management and profiling
- ✓ Resource profiling for vehicles, drivers, guides
- ✓ Supplier and resource allocation
- ✓ Intelligent resource assignment and cost optimisation
- ✓ Booking lifecycle management
- ✓ Reports, analytics, notifications & messaging
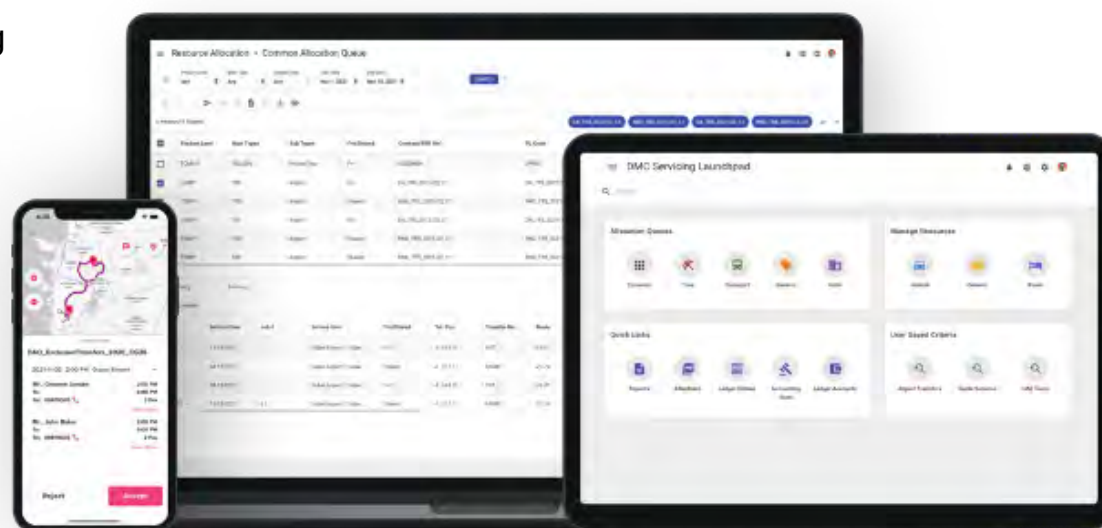
Websites for Consumer and Trade Sales

CodeGen provide end-to-end travel solutions including cutting edge B2C and B2B booking platforms.
Our multi-device, multi-language online proposition utilises our own web-enabling tool kit, TravelBox™ Surf.

Harness the full power of TravelBox™ features through bespoke web design or utilise one of our pre-designed web templates with quick theming. Surf is built on a RESTful API and is fully responsive across all main browsers and devices, providing an enhanced user experience for customers and internal users alike.

Various shopping options are available on Surf including: Dynamic Packaging, Elite Packaging (flexible pre-built packages), shopping basket and full tailor made itinerary builder. Manage My Booking is a core feature enabling rule based customer self-servicing including quote conversion, amendments, payments and cancellation for any complexity of itinerary.

Product features include:

- Simplified user interface creation with customisable widget and template frameworks

- User interface optimised for multiple devices

- Search, quote, book, amend & cancel (B2C & B2B)

- In-built intelligent caching for maximum search performance

- Promoted upselling throughout booking journey

- Supports multi-media content

- Multi lingual and multi-currency

- Manage My Booking provides full servicing capability of existing quotes and bookings

![TRAVELBOX - brighter thinking technology]

Wholesalers with a retail division can provide a white label B2B specialist portal designed specifically to meet agency sales and process needs. **It includes the following:**

- ✓ Booking engine enabling search, quote and book with multiple shopping methods

- ✓ Full quote / booking servicing e.g. conversion, amend & cancellation

- ✓ Interactive sales statistics and reporting dashboard

- ✓ Payment processing

- ✓ Documentation and communication automation

- ✓ Commission view and tracking

- ✓ Sales tracking by Division, Branch and Agent
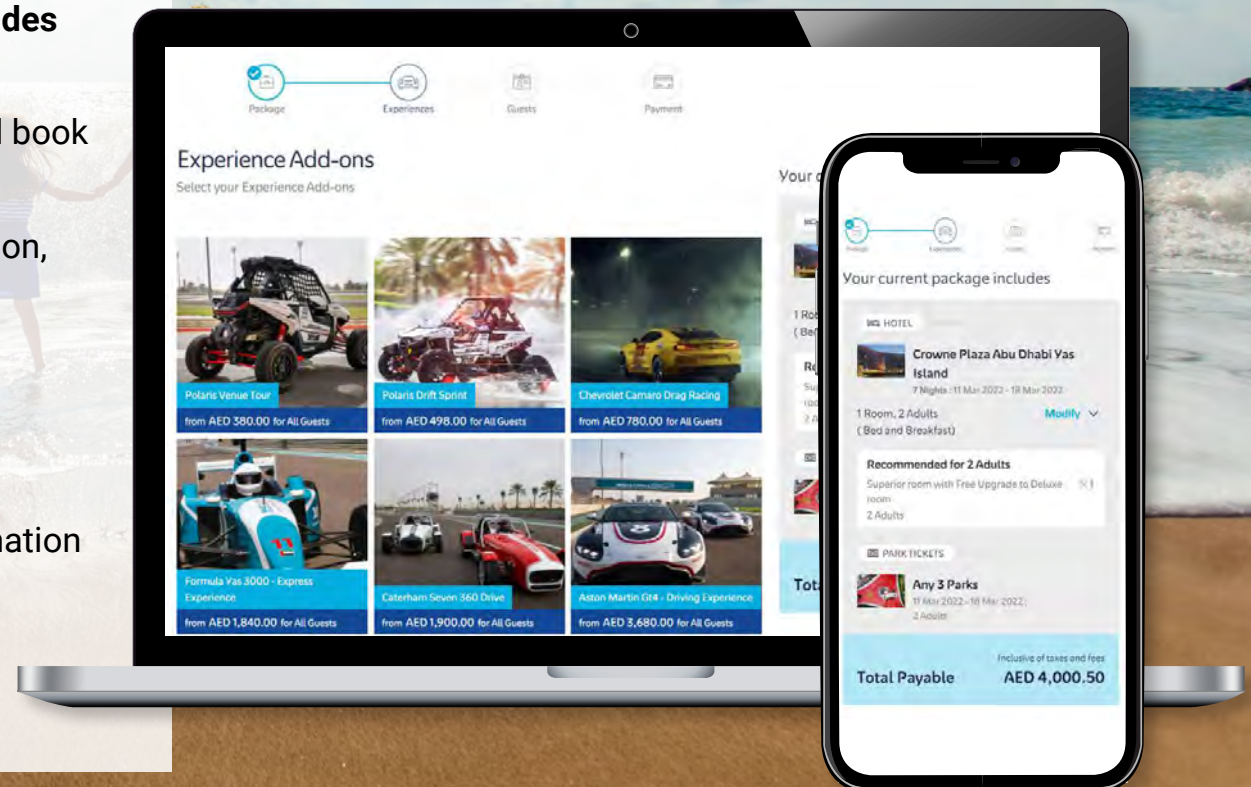
Enhance the Customer Experience

Our web platforms can be integrated with a range of additional services powered by artificial intelligence.
These products are powered by Sense, our in-house built AI engine which uses our own natural language processing engine and deep learning to mine text and images online and organise it into a semantic knowledge base.
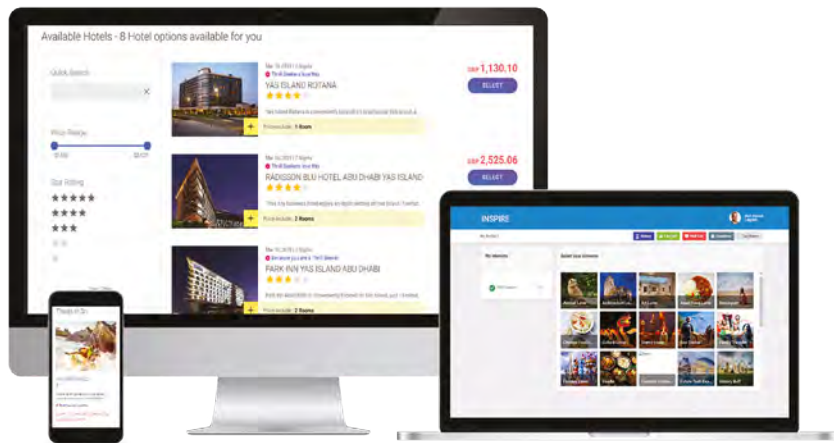
INSPIRE

Inspire personalisation engine provides relevant results based on a user's behaviour and preferences. Our developer studio provides the APIs and simulation environment to load your own products and test how it behaves prior to deployment.
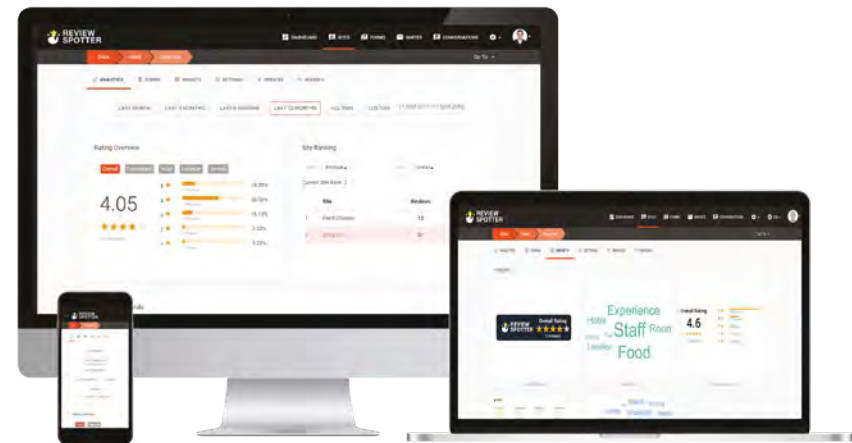
REVIEW SPOTTER

Review Spotter provides intelligent analysis of what customers are saying about your products and services. Collect customer feedback and turn your data into knowledge that can help increase bookings and improve customer service.

Lia

Lia is a chatbot that provides an automated interface for providing useful information, booking and recommendation. Lia uses natural language understanding for advanced conversational interactions and human-like interactions.

RevenueManager

Our **Revenue Management** platform predicts best yield strategies for travel and tourism companies. It supports complex analysis of present and past revenue data and reviews competitor insights to optimise pricing and growth.
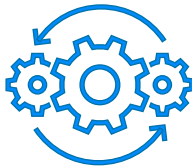
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TravelBox™ Reservations

For call centre operations, CodeGen offers modern browser interfaces which provide efficient workflows and a wide range of capabilities.

Our own innovations including sales assistant, quick amendments and keyboard shortcuts help to improve productivity & enhance the experience of your internal users.

Here, users can **utilise our multiple shopping methods** to search and book any product, service or package, easily to create and validate the most complex of itineraries within moments.

Full lifecycle booking management is made simple with advance booking amendment and cancellation processing, payment and refund options, as well as customer profile management.
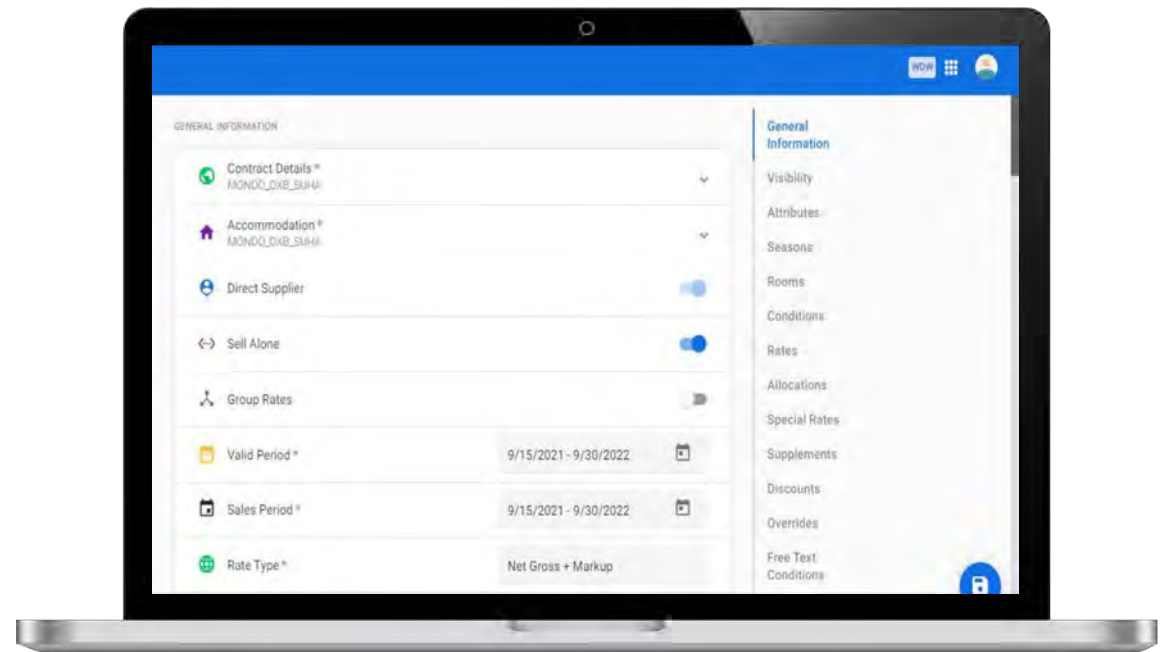
Business Rules, Pricing and Packaging

TravelBox™ will differentiate your offering using a range of key controls that can help increase marketability.

There are a wide range of booking flows available including our own DP/Pre-packaging hybrid, Elite Packaging which provides intelligent recommendations and upselling capabilities:

- ✓ Package even the most complex of itineraries with products of any type from any source
- ✓ Automate package building requiring less resource
- ✓ Control distribution across multiple and diverse sales channels with ease
- ✓ Activate AI algorithms specifically configured for your business model to automatically adjust pricing and weight distribution to maximise profitability
- ✓ Action enabling rules allow the platform to automatically react to real time market conditions e.g. switch component supplier, offer alternative content, use cost adjustment ranges to meet price guarantees and more
- ✓ Customer recognition from multiple channels and apply greater personalisation
- ✓ Forecast with multiple template models to predict best yield strategies

TravelBox™ can be integrated with our own Revenue Manager product to optimise pricing by mining data such as competitor pricing, past booking history, booking velocity and the forecasted impact of any outside events.

Revenue Manager
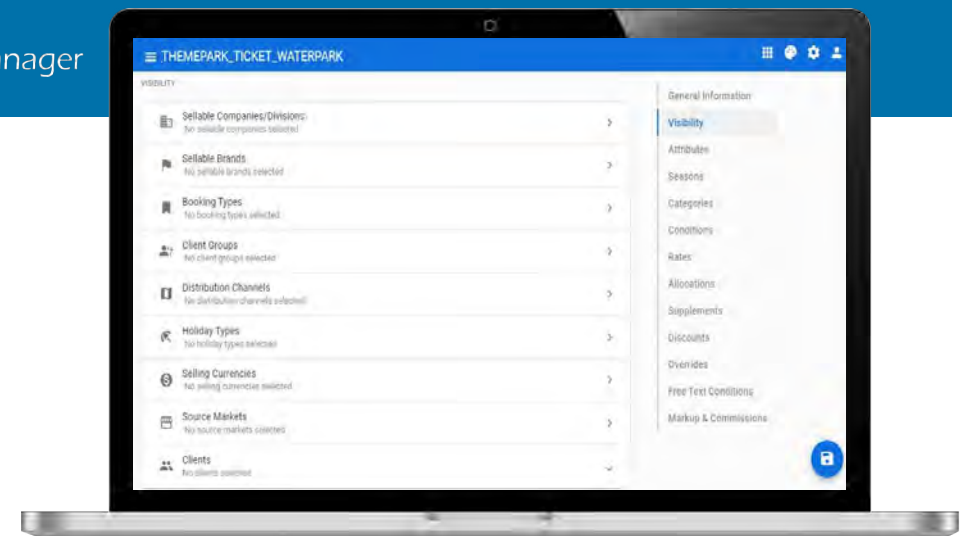
Product Sourcing and Inventory Management

TravelBox™ provides travel businesses with a platform to manage and support a virtually limitless range of products and services.

A suite of dedicated inventory micro-service modules allows easy management of direct product agreements. Each module automatically processes and applies related terms & conditions, rates, availability, discounts, bonuses, associated ancillaries and extras.

The following services are provided:

- ✓ **Accommodation** – hotels plus apartments / self-catering, camping etc.
- ✓ **Fares Manager** – flights plus rail and other transportation
- ✓ **Car Hire** – plus motorhomes, motorbikes, yachts and other types of rental
- ✓ **Cruise Manager** – ocean and river cruising
- ✓ **Transfers & Excursions** – any mode of transportation
- ✓ **Generic Products** – adapts to virtually any ancillary or service e.g. meet & greet, sports equipment hire, ski ancillaries, golf course fees, booking fees and much more
- ✓ **Tour Manager** – multi-day tours, multi-element excursions
- ✓ **Insurance** – single/multi trip, individual and family policies
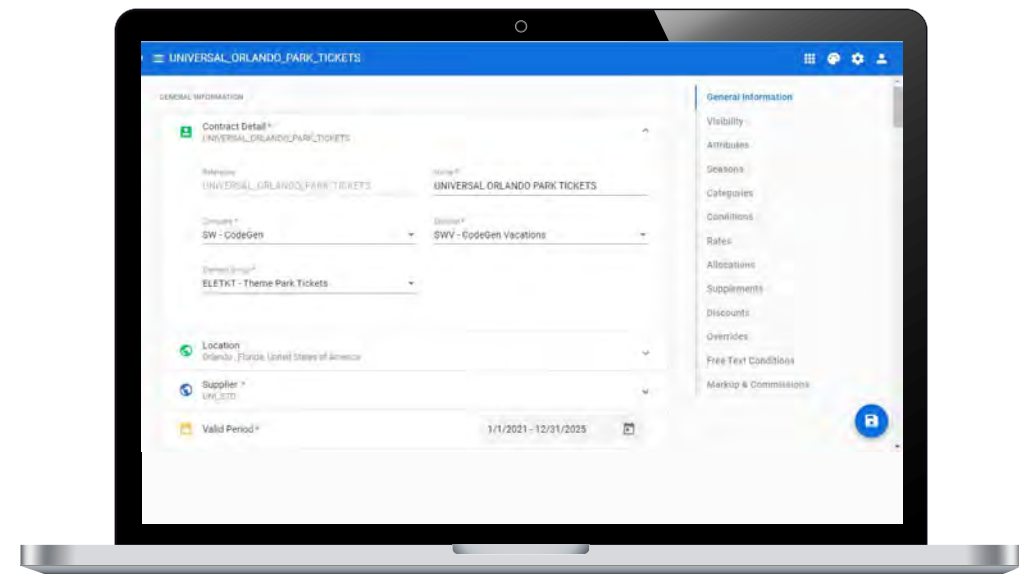
Third Party Suppliers

TravelBox™ users can also utilise a range of host to host API connections with accommodation providers, GDS, LCC aggregators, activity specialists, transfer companies, rental car, cruise lines and more.

Accommodation

CodeGen's own cloud hosted platform, Tritium provides a powerful integration and distribution hub giving quick and easy access to a wide range of bed-banks, channel managers and PMS connections.

Tritium offers automated hotel and destination mapping, quick on-boarding, free upgrades for connectors and advanced analytics all managed from an intuitive self-service portal.

In addition we can offer host to host connections as follows:

- ✔ Flights & transportation via full GDS transparency,
  Incl. Amadeus, Sabre, Travelport, Multiple PSS
- ✔ Tours, activity and ancillary service providers, Incl. Viator, Livn
- ✔ Transfer providers, Incl. Holiday Taxis
- ✔ Car rental providers and aggregators, Incl. Avis Budget Group
- ✔ Cruise via direct connections and aggregators,
  Incl. Royal Caribbean Cruise Lines
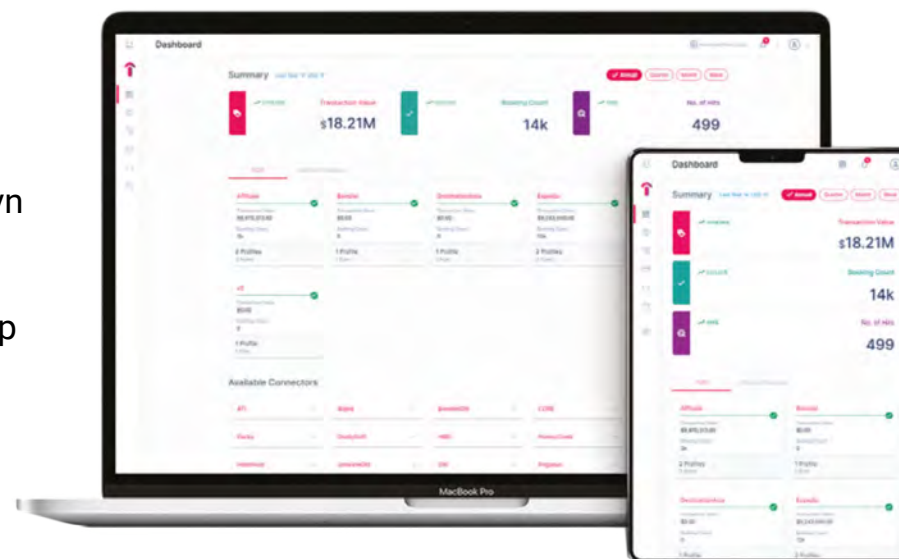
Post Sales, Operations and Travel Accounts

Servicing

TravelBox™ delivers complete lifestyle booking management with seamless processing of front, mid and back office actions. Intelligent inbuilt robotics automate the majority of business operational tasks, offering efficiencies of scale and freeing up your teams to concentrate on sales focused activities.

Quote and booking management is powered by a full servicing module, enabling customers, agents and internal user's easy access to convert, amend, pay or cancel. Each booking is structured as a super PNR so servicing can be applied to a whole booking, package or individual component level. Even the most complex of product associations and dependencies are revalidated and maintained through the whole servicing process.

TravelBox™ Servicing offers automation of the following processes:

- ✓ **Reservation lifecycle monitoring**
- ✓ **In-application document design** and dynamic content build
- ✓ **Customer and supplier documentation and communications**
- ✓ **Dedicated Queue Manager** module for action and informational workflows
- ✓ **Comprehensive suite of job schedulers** fulfilling mid and back office processes
- ✓ **Batch processing** minimising labour intensive tasks
- ✓ **Autonomous inventory** management and fulfilment processing
- ✓ **Fully tracked customer and supplier payment processing**
- ✓ **"Action rules"** to speed up fulfilment and reduce resource to service bookings
- ✓ **Amendment and cancellation processing**
- ✓ **Extensive parameter-based, live & bespoke reporting capability**

Travel Accounts

TravelBox™ also provides extensive accounting capability which can either run the financial side of your business, or provide you with the necessary data to feed into a third party accounting system.

- ✅ **Automated travel accounting**
- ✅ **Automated customer and supplier payments**
- ✅ **Payment and cancellation reconciliation**
- ✅ **Commission fees and cost management**
- ✅ **Ledger generation**
- ✅ **Export and hand off to major accounting systems**

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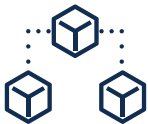brighter thinking technology
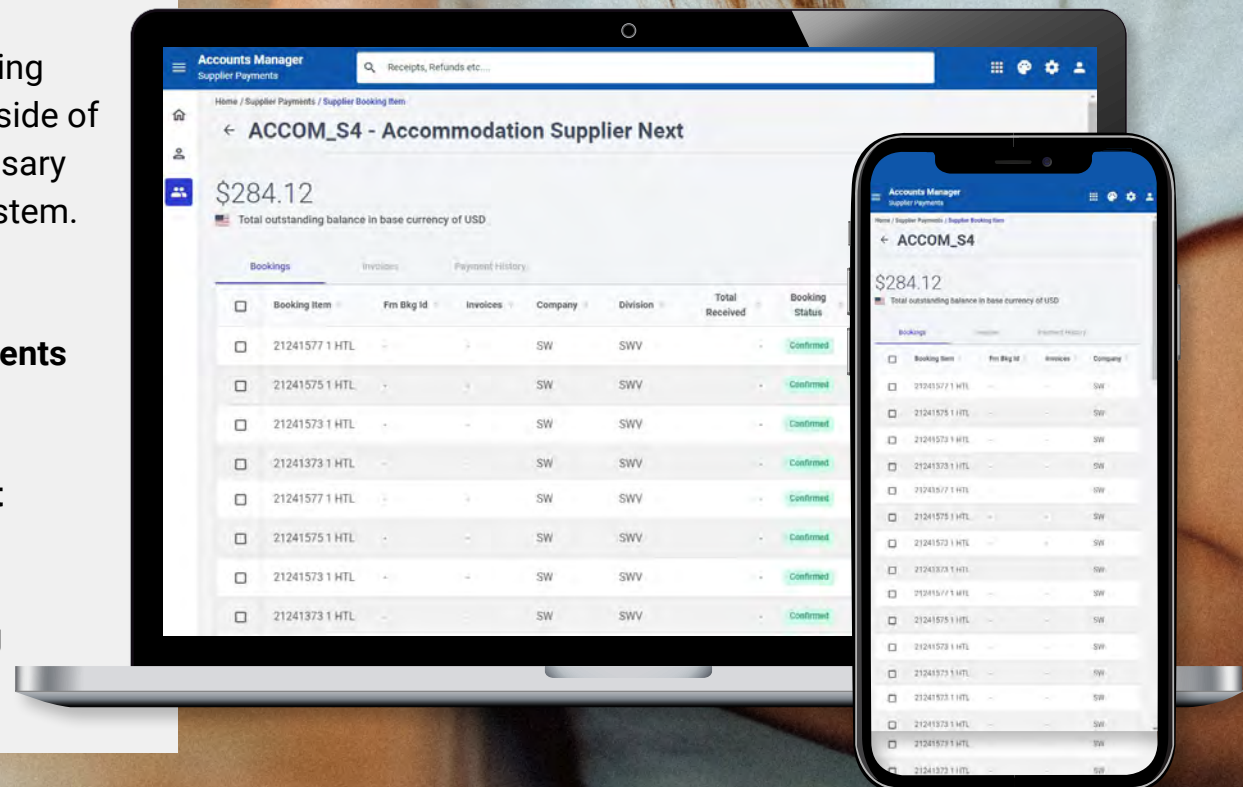
Key Benefits

↑ Increased conversion rates & greater profitability

↓ Marked reduction in operational costs

⏱ Quicker time to market for new products and easier distribution

◈ Future proof technology to stay ahead of the game

▣ Direct connectivity to 3rd party product

What Our Clients Say About Us

Virgin HOLIDAYS

"**Delivering a smooth enquiry and booking system that lives up to the Virgin Holidays brand is no small feat.** Our thirteen-year partnership with CodeGen is testament to our shared values of customer service excellence and ambition to enhance the customer journey. Providing our reservations team with state-of-the-art technology to ensure that their service efforts can go above and beyond, whilst being efficiently reported, is essential to our business."

Mark O'Neill, Core Systems Manager

FLIGHT CENTRE

"**After an extensive review of a range solutions we found CodeGen and its technologies was the ideal fit with our future digital transformation plans.** CodeGen has extensive experience in working with sizeable clients and has delivered successfully for a number of years. We are excited as we look ahead to maximise our opportunities in the future."

Jason Hartley, Program General Manager

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About Us

CodeGen has over 20 years of proven experience, delivering global technology solutions for digital transformation.

CodeGen is intrinsically structured around a research and development philosophy. We actively seek to employ the best creative minds accomplished in the latest technologies and marry them with our extensive travel industry knowledge resulting in the creation and provision of ground breaking solutions.

The extensive capabilities, flexibility and high performance of our platform allows it to adapt to virtually any travel orientated business model including, tour operators, airlines, cruise lines, attraction providers and DMCs.

CodeGen offers scalable and robust solutions to our growing list of globally recognised and highly respected travel industry clientele. We believe the calibre of our clients is a resounding endorsement to our innovative approach to travel technology.

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