

# Arival Proposal

## Executive Summary

This proposal outlines a comprehensive plan to automate the property listing creation and management on the Booking.com Extranet, addressing the current inefficiencies and challenges faced by the distribution team. The objective is to develop a self-service tool that will significantly reduce manual data entry, enhance data consistency, and streamline the onboarding process for new properties. By leveraging advanced automation techniques, our solution aims to cut down listing creation time by 80% and achieve a field accuracy rate of over 95%. This initiative not only addresses operational constraints but also positions the company to scale effectively as it expands its property portfolio. Our proposed timeline for the project is two months from the date of approval, with well-defined milestones to ensure timely delivery and adherence to quality standards. The project will be executed by aXtrLabs, leveraging our expertise in AI-driven automation to deliver a bespoke solution tailored to the client's needs.

Automate property listing creation on Booking.com Extranet.

Reduce manual data entry time by 80%.

Achieve >95% field accuracy for listing attributes.

Streamline onboarding process for new properties.

Deliver a self-service tool for distribution team.

## Company Introduction

aXtrLabs, branded as 'aXtrLabs THE AI COMPANY', is headquartered in Coimbatore, Tamil Nadu, India. Our mission is to transform challenges into AI-powered success stories tailored to our clients' specific needs. With a strong focus on innovation, customization, and client-centricity, we specialize in delivering bespoke AI solutions across various domains including E-commerce, HealthTech, and Industry Automation. Our team comprises highly skilled AI engineers who have successfully managed multiple projects, enhancing operational efficiencies and driving innovation for clients such as Teach and GEM HOSPITAL. Our commitment to excellence is reflected in our partnerships with PSG STEP and NASSCOM CoE, ensuring that we remain at the forefront of AI technology and practices. By choosing aXtrLabs, clients benefit from our deep sector expertise and a proven track record of delivering impactful AI solutions.

Headquartered in Coimbatore, Tamil Nadu, India.

Focus on innovation, customization, and client-centricity.

Expertise in AI solutions across multiple domains.

Successful projects for clients like Teach and GEM HOSPITAL.

Partnerships with PSG STEP and NASSCOM CoE.

## Understanding of the RFP and Objectives

The Request for Proposal (RFP) outlines a requirement for automating the property listing creation and management on the Booking.com Extranet. The current manual process is labor-intensive,

prone to errors, and not scalable as the business grows. Our understanding is that the primary objective is to create a solution that ingests structured property data from an internal content form, maps it effectively to the required extranet fields, and allows for batch processing of multiple listings. The solution must address existing challenges such as high manual entry time, data inconsistencies, and lack of traceability in field mappings. Our goal is to develop a robust automated system that not only meets these objectives but also enhances the overall efficiency of the property onboarding process, thereby reducing operational costs and improving data accuracy. We will work closely with stakeholders to ensure that all functional and technical requirements are met throughout the project lifecycle.

Automate property listing creation on Booking.com Extranet.

Address current manual process inefficiencies.

Enhance data accuracy and consistency.

Allow batch processing of multiple listings.

Collaborate with stakeholders for requirement alignment.

## **Technical Approach and Methodology**

Our technical approach to this project involves a structured methodology designed to ensure a seamless integration of automated processes into the existing framework. The framework comprises three main pillars: data ingestion, mapping, and validation. We will start with a detailed analysis of the current data structure and requirements, followed by the development of a property data ingestion module that can accept inputs from an internal Excel content form. The mapping engine will be developed to correlate internal form fields with the Booking.com Extranet requirements, ensuring that all necessary data points are captured accurately. Finally, a validation mechanism will be implemented to check for missing or invalid values before submission, thereby reducing the risk of errors. Our phased methodology will include the following stages: requirement gathering, prototype development, integration, testing, and deployment. Each stage will have specific deliverables and timelines, ensuring that the project remains on track and meets quality standards.

Structured methodology for seamless integration.

Three main pillars: ingestion, mapping, validation.

Prototype development for initial testing.

Integration with Booking.com Extranet.

Validation mechanism to minimize errors.

## **Project Architecture**

The project architecture will consist of several key components that work together to facilitate the automated property listing process. The primary components include the data ingestion module, mapping engine, validation system, and the Booking.com API integration. The data ingestion module will accept structured property data from the internal content form, while the mapping engine will translate this data into the required format for the Booking.com Extranet. Data flow will be managed through a centralized system that ensures real-time tracking and monitoring of submissions. Integration with the Booking.com API will enable automated login, session management, and submission of property listings. The technology stack will include modern web

technologies and cloud-based solutions to ensure scalability and reliability. We will utilize secure authentication protocols such as OAuth for data access and ensure that all components are compatible with existing systems.

Key components: ingestion module, mapping engine, validation system.

Centralized data flow management for real-time tracking.

Integration with Booking.com API for seamless submissions.

Use of modern web technologies for scalability.

Secure authentication protocols for data access.

## **Relevant Experience and Case Evidence**

aXtrLabs has a proven track record of delivering innovative AI solutions across various industries. Our experience includes successful projects with clients such as Teach, NITINNOV-TECH, and GEM HOSPITAL, where we have implemented AI-driven automation to enhance operational efficiency. For example, in our project with GEM HOSPITAL, we developed a custom AI solution that streamlined patient data management, resulting in a 30% reduction in processing time. This experience equips us with the necessary skills and knowledge to tackle the challenges outlined in this RFP. Our team is adept at understanding client needs and delivering tailored solutions that drive measurable results. We are committed to applying our expertise to the current project, ensuring that we meet all objectives and deliver a high-quality product.

Proven track record in delivering AI solutions.

Successful projects with clients like Teach and GEM HOSPITAL.

Experience in enhancing operational efficiency through automation.

Ability to understand client needs and deliver tailored solutions.

Commitment to applying expertise for measurable results.

## **Project Team and Roles**

The project team will consist of a diverse group of professionals with expertise in AI development, project management, and quality assurance. The team will be led by a Project Manager who will oversee the project timeline, coordinate with stakeholders, and ensure that all deliverables are met on schedule. An AI Engineer will focus on developing the ingestion module and mapping engine, while a Data Analyst will ensure data accuracy and perform validation checks. Additionally, a Quality Assurance Specialist will conduct thorough testing and user acceptance testing (UAT) to ensure that the final product meets the required standards. Each team member will have clearly defined roles and responsibilities, ensuring effective collaboration and communication throughout the project lifecycle.

Diverse team with expertise in AI development and project management.

Project Manager to oversee timeline and deliverables.

AI Engineer focused on ingestion and mapping.

Data Analyst for accuracy and validation checks.

Quality Assurance Specialist for testing and UAT.

## Work Plan, Timeline, and Milestones

The project will follow a structured work plan with clearly defined milestones to ensure timely delivery. The overall timeline for the project is set at two months, with the following key milestones:

1) Requirements Sign-off (1 week) - Finalize the Business Requirements Document (BRD) with stakeholder approval. 2) Prototype Development (2 weeks) - Develop the core ingestion and mapping functionalities. 3) Integration & Automation Engine (3 weeks) - Integrate with the Booking.com Extranet and develop the automation engine. 4) Testing & UAT (2 weeks) - Conduct end-to-end testing and gather user feedback. 5) Pilot Launch (1 week) - Execute a live run with five properties to validate the system. 6) Full Deployment (1 week) - Rollout to all properties based on pilot feedback. This timeline ensures that all phases are adequately addressed, and the project remains on track.

Structured work plan with defined milestones.

Total project timeline of two months.

Key milestones include requirements sign-off and prototype development.

Integration and automation engine development.

Pilot launch and full deployment phases.

## Quality Assurance and Risk Management

Quality assurance will be a critical aspect of this project, ensuring that all deliverables meet the highest standards. Our QA approach will include automated testing, manual review, and user acceptance testing (UAT). We will establish acceptance criteria for successful listing creation, including 100% correct field mapping and minimal corrections during UAT. Additionally, we will conduct a comprehensive risk analysis to identify potential risks such as API changes, automation breakage, and data security issues. Mitigation strategies will include version detection and alerts for API changes, monitoring for UI changes that could affect automation, and implementing robust security measures to protect sensitive data. Our proactive approach to quality assurance and risk management will ensure a smooth project execution and successful outcomes.

Quality assurance to ensure high standards for deliverables.

Automated testing, manual review, and UAT included.

Acceptance criteria established for successful listing creation.

Comprehensive risk analysis and mitigation strategies.

Proactive approach to quality assurance and risk management.

## KPIs and Service Levels

To measure the success of the project, we will establish key performance indicators (KPIs) that align with the project's objectives. The primary KPIs will include: 1) Average time per listing - aiming to reduce the baseline of 2.5 hours to under 0.5 hours. 2) Listing error rate - targeting a reduction from the baseline of 12% correction requests to below 5%. 3) Number of listings created per week per operator - aiming to increase this number significantly through automation. These KPIs will be monitored throughout the project lifecycle, and regular reports will be provided to stakeholders to track progress and make necessary adjustments.

Establish KPIs aligned with project objectives.

Aim to reduce average listing time to under 0.5 hours.

Target reduction of listing error rate to below 5%.

Increase number of listings created per week per operator.

Regular progress reports to stakeholders.

## **Data Privacy, Security, and IP**

Data privacy and security are paramount in this project, especially given the sensitive nature of property data. We will implement robust security measures, including secure authentication protocols (OAuth) and role-based access control (RBAC) to ensure that only authorized users can access the system. Additionally, all data will be encrypted both in transit and at rest to protect against unauthorized access. We will also adhere to relevant data privacy regulations and guidelines to ensure compliance. Intellectual property rights will be clearly defined in the project agreement, ensuring that all developed solutions and methodologies remain the property of aXtrLabs, while granting the client the necessary usage rights.

Implement robust security measures for data protection.

Use secure authentication protocols and RBAC.

Encrypt data in transit and at rest.

Adhere to relevant data privacy regulations.

Define intellectual property rights in the project agreement.

## **Compliance with RFP Requirements**

We have carefully reviewed the RFP requirements and are fully committed to meeting all outlined specifications. Our proposed solution addresses each of the functional and technical requirements, including data ingestion, field mapping, validation, and integration with the Booking.com Extranet. We will ensure that the final solution adheres to the specified constraints and validation rules, including managing user access levels and handling missing or ambiguous inputs. Our approach is designed to provide a comprehensive and effective solution that aligns with the client's business objectives and operational needs. Additionally, we will maintain open communication with stakeholders throughout the project to ensure alignment and transparency.

Commitment to meet all RFP requirements.

Proposed solution addresses functional and technical needs.

Adhere to specified constraints and validation rules.

Maintain open communication with stakeholders.

Ensure alignment with client's business objectives.

## **Deliverables Summary**

The project will culminate in several key deliverables that will provide the client with a fully functional automated property listing system. The primary deliverables will include: 1) Business Requirements Document (BRD) - detailing all functional and technical requirements. 2) Prototype of the data ingestion and mapping engine - for initial testing and feedback. 3) Fully integrated automation engine with the Booking.com Extranet - ensuring seamless operations. 4) Testing and

UAT reports - documenting the outcomes of testing phases. 5) Final project report - summarizing the project outcomes, lessons learned, and recommendations for future enhancements. Each deliverable will be accompanied by documentation to facilitate understanding and usage.

Key deliverables include BRD, prototype, and automation engine.

Testing and UAT reports to document outcomes.

Final project report summarizing outcomes and recommendations.

Documentation provided with each deliverable.

Facilitate understanding and usage of the solution.

## **Assumptions**

In developing this proposal, we have made several assumptions that are critical to the successful execution of the project. Firstly, we assume that the client will provide timely access to all necessary data and resources, including internal content forms and existing property data. Secondly, we assume that stakeholders will be available for regular communication and feedback throughout the project lifecycle. Additionally, we assume that the Booking.com API will remain stable during the project timeline, allowing for seamless integration. Finally, we assume that any changes to the project scope will be communicated promptly to avoid delays in the timeline. These assumptions are essential for effective project planning and execution.

Timely access to necessary data and resources.

Stakeholder availability for communication and feedback.

Stability of the Booking.com API during the project.

Prompt communication of any scope changes.

Assumptions critical for project planning and execution.

## **Pricing Approach (Summary)**

The pricing approach for this project will be based on a fixed-cost model, ensuring that the client has a clear understanding of the financial commitment involved. Our pricing will encompass all aspects of the project, including development, testing, and deployment. We will provide a detailed breakdown of costs associated with each phase of the project, ensuring transparency and accountability. Additionally, we will outline any optional services that may be available for future enhancements or support. Our goal is to deliver a high-quality solution within the agreed budget, providing value for the investment made by the client. We are open to discussing flexible payment terms that align with the client's financial processes.

Fixed-cost model for clear financial commitment.

Detailed breakdown of costs for each project phase.

Transparency and accountability in pricing.

Outline of optional services for future enhancements.

Flexible payment terms to align with client processes.

## **Why aXtrLabs**

Choosing aXtrLabs for this project means partnering with a company that is committed to delivering innovative and tailored AI solutions. Our extensive experience in automating processes and enhancing operational efficiencies uniquely positions us to meet the challenges outlined in this RFP. We pride ourselves on our client-centric approach, ensuring that we understand and address the specific needs of our clients. Our team of skilled professionals is dedicated to delivering high-quality results within agreed timelines while maintaining open communication throughout the project lifecycle. By leveraging our expertise and proven methodologies, we are confident in our ability to deliver a solution that exceeds expectations and drives significant value for the client. We are excited about the opportunity to collaborate with your team and contribute to the success of this project.

Commitment to delivering innovative and tailored AI solutions.

Extensive experience in automating processes.

Client-centric approach to understand specific needs.

Skilled professionals dedicated to high-quality results.

Confidence in exceeding expectations and driving value.