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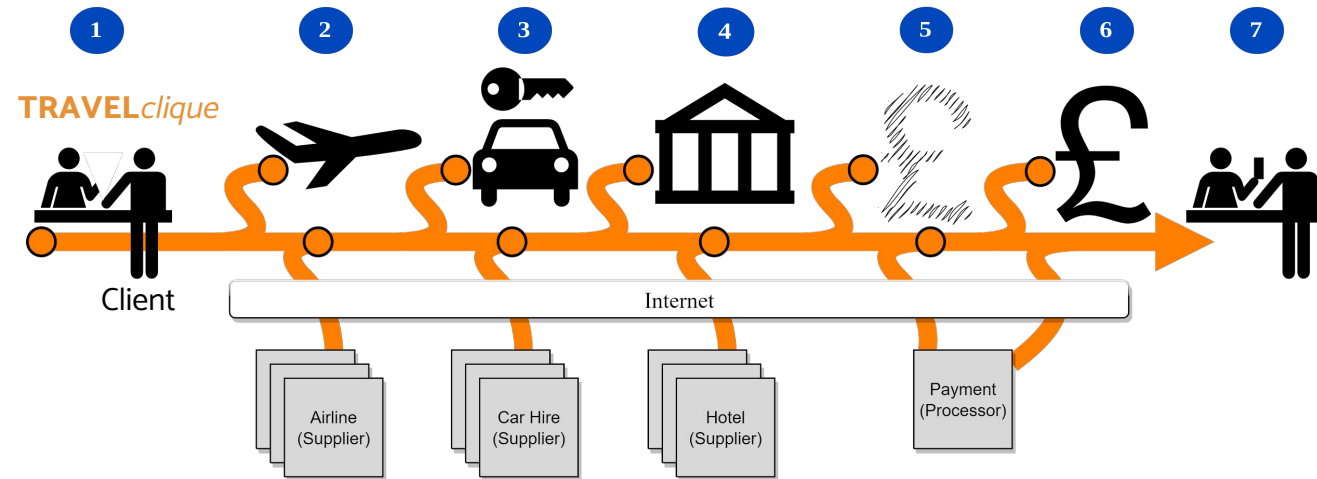
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# Optimisation and Enhancement

**LEE COWDREY**

# Today



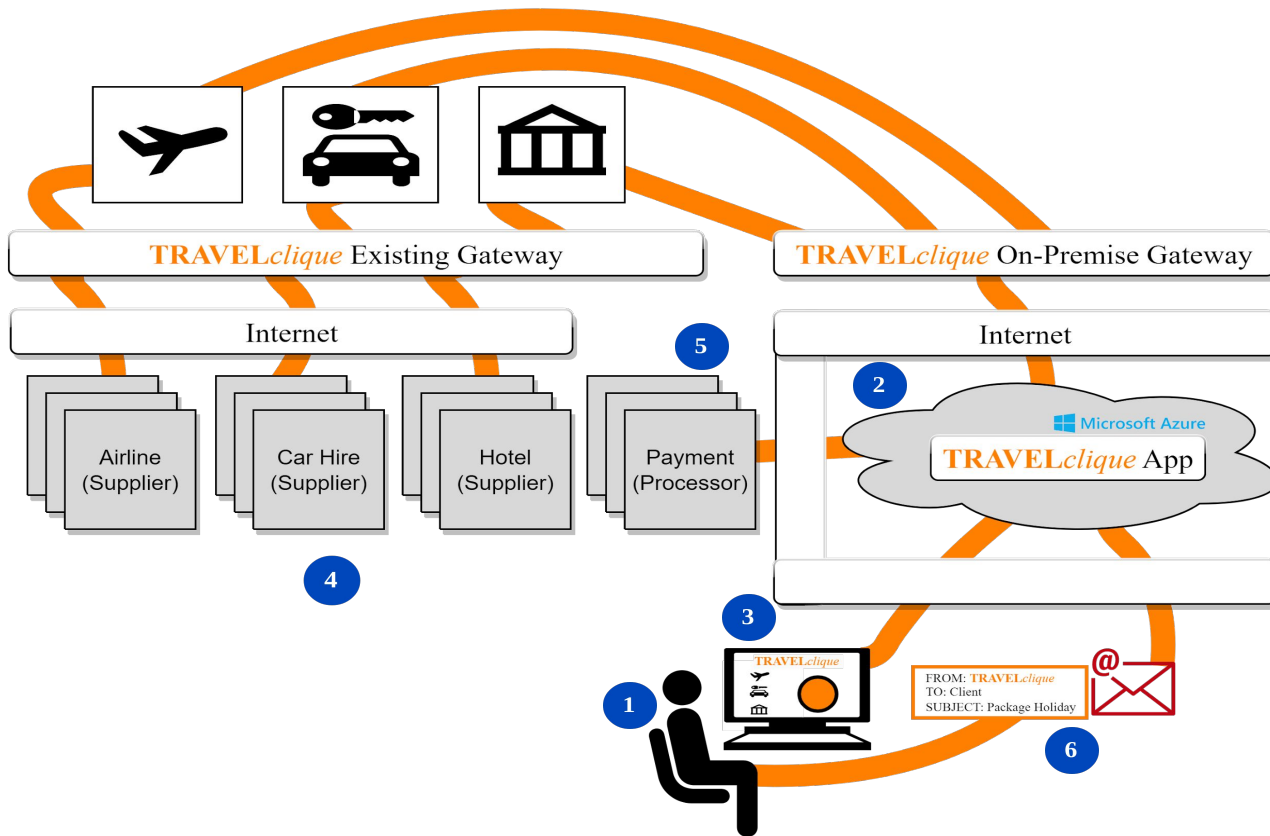
- 1 Client presents holiday package wishes
- 2 TRAVELclique identifies flight and reserves
- 3 TRAVELclique identifies vehicle hire and reserves

- 4 TRAVELclique identifies accommodation and reserves
- 5 optional, Client pays deposit
- 6 Client pays outstanding balance
- 7 TRAVELclique confirms all reservations and proceeds to ticketing

Issues seen include:

- Delays with client accepting each package item including cause reservation expiration
- Availability Change
- Price Change
- Withdrawn
- Overbooked
- Terms & Conditions not met
- Balance not paid in time (deposit)
- Payment Issues (processor failure)
- Payment Not Authorised
- TRAVELclique losing 10% time per package booking just by swivel-chair operation
- Limited ability to upsell additional package items (insurance, upgrades, airport lounges etc.)

**Issues cause entire process to be restarted, with potentially all existing remaining valid reservations cancelled or client just withdrawing without purchasing anything !**



## Benefits

- Deployed to public cloud avoiding need for dedicated IT facilities
- Uses existing systems for Flight, Vehicle and Accommodation
- Able to automatically scale to meet demand (on-demand computing)
  - Up - when demand is high
  - Down - when no demand/idle
  - OPEX friendly Pay-Per-Use model, not CAPEX investment
  - No need to scale in advance
- Isolates and protects existing systems from Internet and malicious third-parties
- Isolated from outages due to highly available public cloud services

## Recommendations

- Dedicated Internet connection to public cloud of choice (to ensure availability and response times)
- Additional gateway (on-premise)
- Public Cloud - Microsoft Azure
  - Data Centre - Cardiff (UK West)
  - Data Residency - 100% UK
    - UK GDPR compliant
  - Disaster Recovery - London (UK South)
    - Cross region replication
  - No restriction on available Azure services

## Search - Tailored

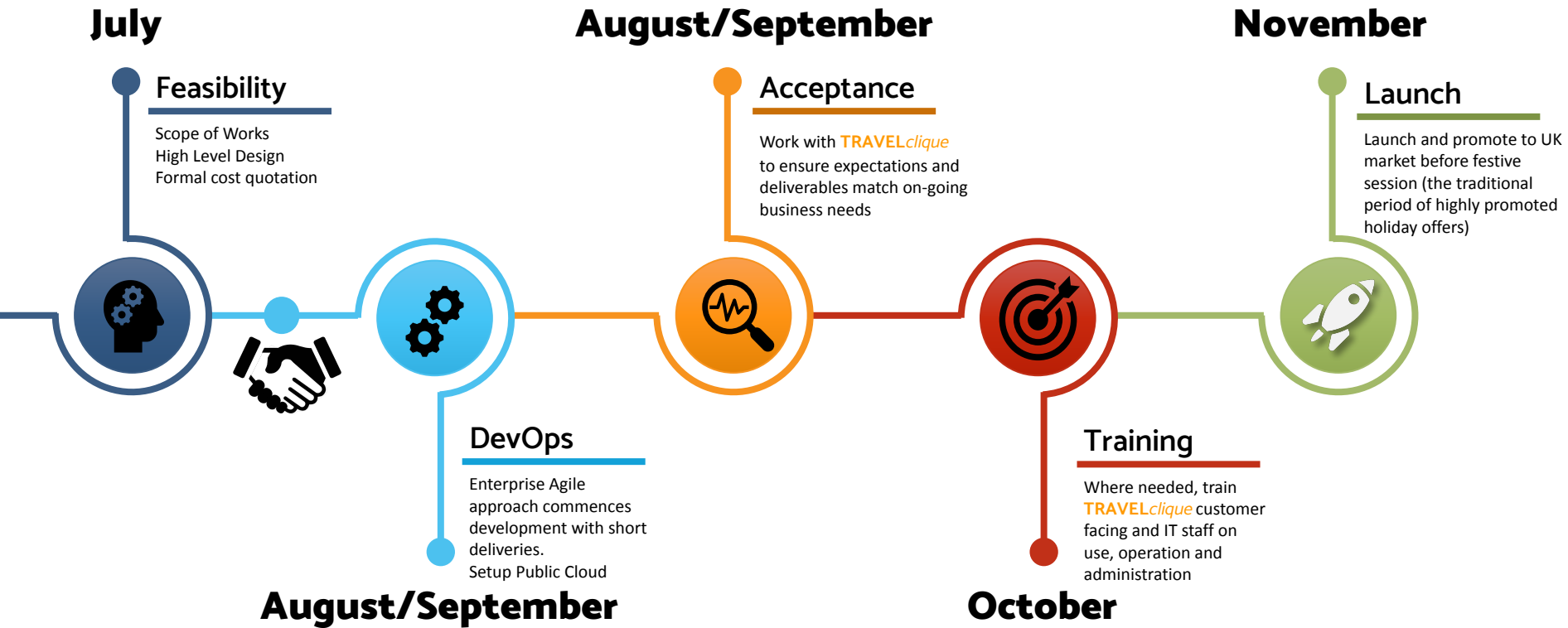
- **Partial**, **Wildcard**, drop down **List** for all items
  - Participating airlines, vehicle hire and accommodation suppliers
  - Geographic locations including airports, popular/available destinations
  - Accommodation aspects (single, double etc.)
  - Vehicle aspects (4x4, SUV etc.)
  - Minimum/maximum price
  - Dates ranges
  - Peak/Off-peak periods
- **Lists** automatically populated from connected systems and used to produce indexes for **Partial** and **Wildcard** matching

## Payment - Made Easy

- Supported number of payment processors can be increased to reduce fees and provide negotiating advantage
- Payment processor can be selected based on payment need
  - Credit supplier specific (AMEX)
  - Debit supplier specific (Lloyds Merchant)
  - Loyalty Card reward programmes (Nectar)
- Allow Clients to pay through installments using payment plans offered by select payment processors (Payl8r) - **TRAVELclique** receives full immediate payment (if Client approved)
- Allows Clients to form a Savings Plan and purchase the package when the Savings Plan has reached its goal; **TRAVELclique** App can maintain reserved state (where permitted by suppliers)

- Increased brand recognition
  - Possibility to extend existing services with impacting current business
  - Possibility to extend offered services (thus increase revenue)
    - Insurance
    - Upgrades (airport lounges)
    - Foreign currency
  - TRAVEL*clique* App not just for Client's using desktop computers but also portable devices (mobile/tablet) to attract and capture the “sofa shoppers”
- Through automation and modernisation, TRAVEL*clique* no longer loses 10% time per package booking through swivel-chair operation by adopting a Client Self-Service approach
  - In-branch staff can also use TRAVEL*clique* App and move to remote-work structure, or consider extended high-street presence by opening new branches without incurring high infrastructure costs
  - Possibility to expand in to markets outside the United Kingdom

# Next Steps





## Workshop with TRAVEL*clique* team

- Determine stakeholders for project feasibility, delivery and acceptance
- Determine IT Infrastructure availability, capacity and any restrictions
- Gather license and API details of existing systems
- Gather sample data from existing systems (to be used for data modelling)
- Public Cloud
  - Determine preference (if any)
  - Determine budgetary details (if any)
  - Determine type/size of appliance for on-premise gateway

## Outcome

- Scope of Works for commercial engagement
- High Level Design for technical engagement activities
- Formal cost quotation with terms and conditions

## The team delivering for **TRAVEL***clique* (to be confirmed post Feasibility Phase)

- 1 x Project Manager
- 1 x Technical Architect

### Feasibility Phase Only

- 1 x Commercial Specialist
- 1 x Legal Specialist
- 1 x Business Analyst

### DevOps/Acceptance Phases Only

- 1 x DevOps Lead
- 2 x Back-End Engineer
- 1 x UX Lead
- 1 x Azure Engineer
- 2 x QA Engineer
- 1 x UI Designer
- 2 x Node.js Engineer
- 1 x Technical Writer/Trainer
- 2 x UI Engineer

### Launch Phase Only

- 1 x Marketing Specialist
- 1 x Advertising Coordinator

Thank you for your time !

Any questions?