

Metafour

Product Type(s)

Full Reservation and Administration System, Travel eCommerce Developer, Third Party System Integrator

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Company Information

Metafour was established over 25 years ago and now has 30+ staff. The UK office is based in London with a wholly owned subsidiary in Bangladesh for research and product development. The sales, marketing and support functions are based in London. Twenty percent of the company turnover is re-invested in research and development each year. The Managing Director is Mark Rogers, and the Travel Systems Director is Rob Udwin.

Metafour products have been developed specifically for tour operators and travel providers with an emphasis on speed and reliability of online bookings. The travel systems allows UK and overseas offices, call centres, home workers and resort staff to work from one central live system.

Metafour has invested hundreds of man years in developing dynamic packaging and reservation software specifically for the travel industry.

Product Information

Empower

Empower is the Online Booking Engine with integrated back office reservations capabilities. It allows tour operators and travel providers to drive sales by offering unique supplier combinations through as many sales channels as possible supported by a comprehensive back office.

The system combines all the required functionality and processes into one single robust system which provides greater flexibility and reliability than running several independent systems.

The engine provides fast, reliable technology for:

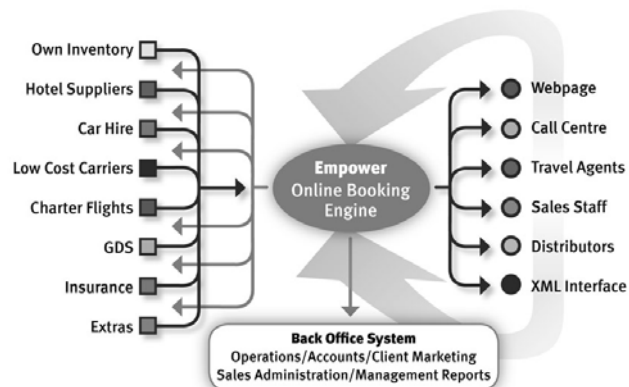
- Tailor-made packages
- Online dynamic packaging
- Pre-packaged tours
- Escorted tours
- Adventure travel
- Open-jaw, twin city travel
- Multi centre travel
- Non-consecutive, flight only and accommodation only bookings.
- Single component bookings
- Group travel
- Travel extras

Empower has the flexibility to offer sales and information interfaces tailored to client's specific requirements through their website, call centres, agents websites, resort staff and XML links to distributors.

Empower offers simultaneous connectivity to all the company's suppliers, including own inventory database. For example, suppliers with an XML API or a website interface including Galileo, Amadeus, Worldspan, Sabre, GTA/ Octopus, Chase bedbank, Multicom, Easyjet, Thomsonfly, Ryanair, First Choice, Aer Lingus and other low cost airlines, bed banks, ferries and rail. Search results are streamed, being shown as suppliers respond.

Sales and Distribution Channels

- Real-time online sales through websites, call centres, distributors, and travel agents via a web interface, intranet, XML interface or white label site
- Cached availability option
- Late sales availability and pricing.
- Prioritise products
- Online credit card payments with single payment from customer
- Multi-currency buying and selling
- View costs and automatically recalculate totals
- Generate booking, query record or time expired option
- Tour builder for multi-centre, non-consecutive tours
- Comprehensive agent and client marketing.
- Ability to include special offers, 4 for 3 , extra meals etc in packages
- Different sales prices commissions for different channels.
- Mark up/down individual prices with fixed amount or percentage



Suppliers module key features;

- XML connectivity to suppliers
- GDS connectivity with PNR capture
- LCC integration through XML or http parsing (screen scraping) technology
- Fares database or connection to Galileo Private Fares
- Contract management for IT fares, hotels and car contracts
- Connectivity to own inventory module for hotels, car hire, excursions, tickets, ski hire, parking, extras etc
- Own inventory from inter-related availability tables with set allocations, free sell or on request
- Prioritise sales from specific suppliers
- Individual room or cabin bookings
- Availability can be imported through flat files & CSV
- Copy facility for rapid system set-up

- Functionality for specials, e.g. 4 nights for 3, extra weeks, special meals, inclusion of specific dates
- Online hotel confirmation module for On Request stock
- Unicorn interface for ferries and rail

Sales and Marketing Reporting module includes;

- Expansion of distribution and sales channels through XML links
- User defined Customer Marketing categories
- Campaign and Response Tracking
- Customer profiling
- Customer questionnaire analysis
- Self select, browser based reporting tools
- Prioritised selling of products
- Multi currency sales
- Allows different mark ups/ mark downs for groups, preferred customers and agents
- User defined comprehensive sales reporting, by sales agent, time, date, sales channel, destination, departure point, departure date, duration, source, etc.

Operations module includes:

- Link all offices, home workers and overseas resorts into one system.
- Own branded documentation to clients
- Online or printed documentation including, PDF and email
- Detailed itinerary and confirmation printing
- Automated Voucher production
- Remote access for resort manifesting
- Resort based systems for excursions and manifesting
- Easy maintenance and release of inventory stock
- Pick lists for bulk production of vouchers, labels, emails and letters
- Audit trail of automatic & manual amendments

Accounts and Administration modules include:

- Bookings written into Back Office System through XML interface
- Supplier reconciliation with split payment allocations and postings
- Customised invoicing
- Credit card authorisation and payments with existing suppliers
- Multi-currency buying and selling
- Multi-company accounting
- E-ticketing
- Automatic balance collection module
- Multi payment system independent of invoices
- Comprehensive audit trail of changes
- Outstanding balances prompts and follow up options
- Sales ledger, aged debtor and credit account statements
- Estimated v actual cost projections
- Export to accounting software

- Nominal ledger transfers and reduced auditing costs
- TOMS vat and CAA/ATOL/ABTA reports

Management Information Reports module includes:

- Profitability analysis of historic and forward bookings.
- Comprehensive 'What if' costs report generator
- Component usage and profitability reports
- Comprehensive bookings analysis
- Client analysis
- Price and margin management reporting
- Unique Empower Analytics for dynamic packaging search analysis
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WebWorks

Metafour's Webworks offers the online design and functionality required to make a successful travel website. Key features include:

- Web integration of dynamic data
- Analytics including Empower Analytics for dynamic packaging analysis
- Website design and usability to drive conversions
- Content Management System
- Search Engine Optimisation

Pricing

- Embarque and Empower are offered on the Metafour Partnership Scheme or licence purchase
- The Metafour Partnership Scheme is based on a per passenger booked fee which covers the software, implementation consultancy, training, support and maintenance.
- Pricing depends on the system requirements and therefore modules and connections required.

Support and Training

Unlimited support based in the London office is standard during office hours. Support includes a telephone hot-line, remote assistance over the Internet, and maintenance releases of the software.

Out of hours support is available as an option.

Metafour trains a client's key personnel to the point where they are proficient at training their users.

Further training is available if required. Staff are also available on request to work on or off site to assist entering new brochure programmes into the system.

Other Services

- Implementation consultancy

Metafour provide implementation consultancy to ensure the system is set up to work to the client's business methods. This is particularly important when the system involves integration or replacement of legacy systems.

- Bespoke

Metafour provides bespoke software for many clients as stand alone systems or specifically tailored modules for existing travel systems

- Hosting
- Metafour systems can be offered on a hosted basis or installed on clients servers Embarque.
- The systems run on Unix and Linux.

Clients

- The managed Internet hosting solution has a direct connection to the UK Internet backbone
- 3 different routes to the Internet for redundancy
- 3Gb/s burstable bandwidth (home broadband is 2Mb/s).
- All servers are RAID protected with redundant disk drives
- Regularly monitor performance and availability of the Internet connections
- Overnight offsite back-up

MetaFour has over 2,000 customers worldwide. A list of users will be made available to prospective users.

Travel clients include Travelzest, The Imaginative Traveller, Tucan, First Choice, Prestige Holidays, Latebreaks.com, Bartle Holidays, Exclusive Escapes, Elixir, Fleur Holidays, The Apartment Service. A full list of users will be made available to prospective users.