

TigerBay

Product Type(s) Tour Operator Reservation/Back Office System, and Websites

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Company Information

TigerBay was established in 2008, and has been providing systems to tour operators since its inception. The TigerBay customer base is growing and currently consists of around 25 established Tour Operators.

TigerBay develops, delivers and supports business critical websites and reservation/back office systems for tour operators.

All senior members of the team have worked in travel technology and tour operating for many years and the functionally rich system has been designed based on extensive experience and knowledge of what works in practice.

TigerBay's mission is to build and sustain long-term, mutually beneficial relationships with its clients by designing, delivering and nurturing innovative, usable and fit for purpose solutions that can be continuously developed as client's requirements evolve, providing tangible returns on investment.

Product Information **Reservation and Back Office System**

The TigerBay Reservations and Back Office System has usability, automation and efficiency at the heart of its design.

The system is designed to meet the needs of Outbound and Inbound Tour Operators selling and managing:

- Tailor Made Holidays
- Package Holidays
- Tours
- Dynamic Packages

Product Management

Supplier Contract and Allocation Management; the system has the capability to load and manage complex supplier contracts for Accommodation (Hotels, Villa's, Apartments, Boats/Cruises), Flights, Car Hire, Transfers, Excursions and Extras.

Supplier contracts may have complex party and/or duration based cost structures, and may include multiple rules, offers, occupancies and supplements. The TigerBay system can cater for all of these scenarios and has a rules engine providing the flexibility to cater for new rules and marketing promotions created by suppliers.

An easy to use inventory management grid sits alongside the contract costs and rules data.

Pricing can be achieved using mark-up and margin tools. Pricing can be stored in multi-currencies and/or priced at the point of sale in the currency of the local market using an exchange rate table.

Prices can be stored, marketed and amended at the component level, and/or as a Packages or Tours made up of multiple components.

Rules enable the mark up of any third party product sold via XML integrations to the system.

The integral Content Management System (CMS) within TigerBay enables tour operators to store images, text, video's, maps etc relating to their product alongside the supplier contract details. This single content repository can then be used to power websites and/or display content on customer documentation. Holding content in one place can ensure consistency of the brand and product information across multiple customer contact points.

TigerBay has seamless access to third party flight and accommodation suppliers such as GDS, low cost carriers and bedbanks. This enables the sale of scheduled flights and where appropriate allows tour operators to maximise sales, yield and margins.

System rules can enable the management of the third party product to ensure any priority is given to contracted seat or bed allocations prior to selling ad-hoc third party beds and/or flights.

Sales & Reservations

Sales can be achieved via the TigerBay Reservation system and/or the e-commerce solutions which may be a website developed by TigerBay or use of the API.

The TigerBay point of sale screens, just like a website, can be tailored to meet the specific needs of the Tour Operator. This can be of great advantage to a Tour Operator because the manner in which a customer searches for a holiday, or discusses their holiday requirements with a reservations agent can be quite different depending on the product and or customer demographic.

The system supports sales to the consumer directly and via travel agents and affiliates.

TigerBay stores customer records with structured fields, notes sections, details of past quotes and bookings and the ability to capture structured data for reporting specific to your needs. This can enable customer segmentation for marketing purposes.

Travel AGENTS are managed within the system and commission rates and rules relevant to the agent are automatically applied at the point of sale during the quoting and booking process.

The TigerBay system has an integrated Document Management System (DMS) which allows the configuration of multiple customer document templates which can be customised to reflect the Tour Operator's brand guidelines. This flexible tool works in conjunction with the CMS to produce high quality, content rich customer documentation.

Operations

The TigerBay system can help Tour Operators to streamline what can be timely operational and administrative processes. Some tools to help with this include:

- Supplier communications can be sent automatically from the system, whether these are on request emails to confirm a booking, or Rooming Lists and Manifests.
- Tasks can be used to manage workflow and the life-cycle of the customer contact, i.e. from initial quote through to post travel welcome home letter.

- Tasks can be sent to individuals or the queue of a team/department. Where appropriate tasks can be automated to appear on a queue at the relevant point in time, i.e. x days before departure.

Reporting & Analysis

TigerBay recognises the importance of gaining access to up-to-date data quickly.

The TigerBay system has a suite of reports, each with multiple search parameters. This enables the Tour Operator to report on and analyse business performance in real time at the touch of a button.

Audit trails of user activity throughout the system are available to help with any analysis needed.

Accounting

The system is designed to make back office administrative tasks as efficient as possible.

The system supports multi-currencies and will enable a Tour Operator to operator multiple brands on one system.

Travel agent statements and balance chaser letters are issued from the system.

There is a full sales and purchase ledger with a user-friendly supplier accounting and reconciliation process.

Websites

TigerBay's CMS is deployed to all website customers. However the experience of the team has shown that one website template does not suit all and TigerBay works closely with customers on their Website development to ensure it is appropriate for the product and market.

TigerBay believe that websites should be:

Findable

To appear in search engine results organically the Search Engine Spiders need to find content on a website. All TigerBay sites are developed with SEO in mind and the CMS enables the on-going management and refresh of content.

Quick

The performance of a website is of paramount importance. To aid with ensuring the speedy response of search results TigerBay make use of intelligent caching technology where appropriate.

Easy to use

Websites need to be easy to navigate and provide consumers with the information and/or functions they want via whichever platform they may be using – Desktop, tablet, mobile.

Sticky

As well as having a user friendly site, providing content and functions that ensure customers return is key. The TigerBay CMS enables Tour Operators to ensure content is fresh – online blogs and reviews are an example of this.

TigerBay can also provide a powerful "My Account/Manage My Booking" post booking admin area to the site. This can enable customer's, whether they be direct consumers or travel agents, to return to the site to make balance payments, print documents, add extra's, make changes to their details and upload APIS information prior to departure.

TigerBay can provide standalone content rich websites to customers, or integrated website and reservation/back office solutions.

Technology and Architecture

TigerBay makes use of latest Microsoft technologies, and the system architecture along with the development, testing and release methodology ensures stability but also enables speed, flexibility and responsiveness.

The system is 100% browser based, and browser neutral. It is normally deployed as a hosted managed solution.

Support and Training

The TigerBay Training and Implementations Manager is responsible for providing tailored training plans to meet the specific needs of the customer and system solution.

The TigerBay system is browser based and has a user-friendly interface which is well received by new users and does not require huge investments in training for end users.

New system implementations are achieved efficiently through a mixture of on-site training and online follow up sessions.

On-going system support is provided by the Cardiff based help desk.

Clients

The TigerBay customer base is growing and predominantly made up of tour operators selling package holidays, tours, villas, and ski holidays.

TigerBay customers include:

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| Mark Warner | Chevron Air Holidays |
| Transun | Simpson Travel |
| Travel Editions | Alpine Elements |
| CV Travel | Cyprus Paradise |
| Ski France | International Travel Connections |
| Vacations to America | Ramblers Holidays |
| Explore Montenegro | Turquoise Holidays |