

INCREASED MARKET DYNAMICS WILL CALL FOR INCREASED USAGE OF GDS: PARASHAR

InterGlobe Technology Quotient (ITQ) thrives on servicing its customers with dynamic and revolutionary products and quality solutions. "Our new age product Trip 38 has helped us redefine travel commerce for our customers. Another solution worth mentioning is Travelport Rich Content and Branding. Recently it has reached its first anniversary and already has more than 100 airline brands registered for its services. This lets our travel agents promote and retail their brands as well as offer end to end services to their customers through real time data access," said **Anil Parashar**, President & CEO, ITQ.

ITQ is in a constant race with time, where it introduces new products that make travel and tourism operations as simple as possible. 2015 has been a very successful year for the company as it has been conferred with a number of awards for significant contribution to the travel and tourism industry.

"This year, our product Smartpoint has been upgraded to Smartpoint version 6.1. This advanced version is attributed with enhanced features and benefits that offer ease of work and smooth travel services to our travel partners. Also in order to make travel selling smoother, we have



Anil Parashar

initiated Soft Skill Training Programs for our travel partners so that cumulatively we can make travel industry evolve and grow with time," added Parashar.

In order to give back to the society what they have received till date, the company organizes a series of CSR initiatives across various locations in India to keep their employees aware and responsible. Some of these were organized to plant more trees, aiding the old age people, providing a helping hand to the underprivileged and so on. One of the key areas has been close synergy between various business units of InterGlobe which has allowed us a cross functional platform to reach out and service our customers more effectively. "As we look forward to 2016, there's a strong evidence of prominent growth in the travel and tourism domain, especially in the domestic market. Therefore, an increased market dynamics calls for increased usage of GDS and related services. With a slew of initiatives taken by the government, there is surely hope and optimism in the industry. Especially in regard to development of new airports and smart cities, the travel industry has surely a lot to look forward to," concluded Parashar.

TECHNOLOGY WILL CONTINUE TO PLAY AN INCREASINGLY IMPORTANT ROLE, SAYS BANSAL

Rakesh Bansal, CEO, Amadeus India, said, "2015 has been nothing short of exciting for those in the travel industry and especially for us at Amadeus, who are at the centre of the travel ecosystem. In fact, we believe that this is the most inspiring time to be in the industry. By 2020, two out of every five travellers are expected to be Asian and will account for nearly half of the global tourism expenditure and naturally things are going to change rapidly to respond to evolving traveller demands."

To keep up with these evolving demands, Amadeus India Pvt. Ltd. introduced the Indian travel industry to the latest and technically advanced automated products available in international market. These products have been well received by global network airlines, low cost carriers, multinational travel agencies as well as independent hotels to streamline and enhance the value of business processes and deliver a decisive competitive advantage. Some key achievements for Amadeus India in the past 12 months include:

Airline Distribution and IT: Amadeus Ticketless Access solution offered alternative offline methods to book tickets on domestic airlines via Amadeus travel agencies in India. Additionally, Amadeus collaborated with leading international airlines with presence in the country for full content agreements thus providing our partners worldwide access to the entire range of fares, schedules and inventory. Amadeus also introduced cutting edge travel intelligence tools such as Amadeus Schedule Recovery that assist in mini-



Rakesh Bansal

mizing effects of external disruptions. Amadeus Airline Ancillary services received a fantastic response from leading OTAs and also saw an 85% increase in the amount of ancillaries being sold via travel agencies.

Travel Agency IT: Amadeus announced the launch of Amadeus Ticket Changer, a first for any GDS in India. This solution helps to save time for travel agents when customers require changes to a ticket. Amadeus further strengthened its leadership position in online space with strategic partnerships with leading brands in offering comprehensive and end-to-end products such as

the Corporate Self Booking Tools (AETM) & Expense Management Solution and Amadeus Hotels Plus to empower corporate, TMCs and travel agencies alike with analytics on travel spend as well as providing a single interface for hotel booking and minimize errors.

Bansal further said, "With our vision of personalization in the global travel ecosystem, today, Amadeus is working together with every part of the travel industry- from airlines to travel agents (both online and offline), hotels, rail companies and airports- with a clear aim to use smart travel intelligence to enable them better connect with the customer across the entire end-to-end travel experience."

Bansal believes that in 2016, technology will continue to play an increasingly important role in supporting a healthy ecosystem by driving down costs, improving service quality, increasing revenue or advancing environmental strategy. New challenges demand a combination of fresh solutions, business model and technical innovation. While we continue to strengthen our core expertise and leadership as enablers to the travel industry with world class customized solutions, efficiency, effectiveness and customer satisfaction will remain our key focus.

"In the coming year, with the acquisition of Navitaire and Itesso, we will be able to help our partners with Infrastructure Outsourcing, Application, R&D Services and provide cloud-native property management systems," he concluded.