

TRAVEL & HOSPITALITY PRACTICE

Delivering Competitive Advantage with Market-Driven Technology



The Freeborders Travel & Hospitality Practice provides clients with high-value technology services driven by proven market expertise and experience.

These services are especially critical to clients in the travel and hospitality market, because technology solutions – especially those with customer-facing web services – play such an important role in maximizing revenue and reducing costs.

In fact, Freeborders’ unique combination of domain expertise and a superior outsourcing value proposition make us the ideal partner for any company seeking to gain competitive advantage in the travel and hospitality marketplace by optimally leveraging available information technologies.

Passenger

Airlines
Cruise Lines
Rail
Coaches

INDUSTRY SEGMENT

Hospitality

Travel Agents
Hotels
Car Rental

Ongoing changes in the travel and hospitality market are forcing companies to adapt and evolve in new ways. Technology is playing a particularly central role in this market as the effectiveness with which companies interact with their customers online becomes a key competitive differentiator.

The pressure to use technology effectively continues to intensify as margins get thinner and the pool of high-profit customers get smaller. Travel and hospitality companies must therefore achieve multiple objectives simultaneously, including:

Cost reduction

Travel and hospitality companies have to reduce the costs of distribution, transactions, customer care and other core business processes. Internet systems and automated back-end workflow can help achieve these cost reductions. To truly maximize return-on-investment, however, travel and hospitality companies must also control the cost of acquiring and operating these technology solutions themselves. So technology costs are as critical a consideration as any other form of capital and operating expenditure.

Customer retention

Even as they cut costs, travel and hospitality companies cannot afford to allow their customer experience to erode. In fact, they must take aggressive steps to improve that experience in order to maximize customer loyalty and retention in the face of stiffening competition. This requires the establishment of an ongoing and intimate dialogue with the customer across entire sales lifecycle – before the purchase, during their trip, and after they return home. Again, the effective use of technology at each point-of-contact is a key enabler of this kind of differentiated customer experience.

These business objectives and others underscore the growing importance of effective technology for companies in the travel and hospitality industry – as well as the growing importance of working with the right technology partner.

Accurate market insight

In such a dynamic and unpredictable market, travel and hospitality companies must constantly maintain awareness of any shifts in demand, preferences, price-sensitivities, and/or margins. Here, too, technology can play a primary role in delivering accurate, actionable insight to marketers and strategic business planners.

Targeted/personalized marketing

Companies in all industries are succeeding by developing “market of one” strategies that sell to individual customers based on their personal preferences and buying patterns. Travel and hospitality marketers also need to adopt this strategy to maximize per-customer revenues and optimize total returns on their marketing investments. They therefore need technology solutions that enable them to quickly and cost-effectively identify market segments and/or individuals who are prime candidates for specific offerings – and present those offerings to them in a timely and effective manner.

Market-driven technology leadership

Technology only delivers real value if it closely aligns with business needs and objectives. That's why – in addition to our exceptional design, development, and QA capabilities – Freeorders also offers deep industry expertise and fully mature CMMI and ISO-certified management of programming deliverables. No other outsourcer provides such a value-rich combination of market knowledge, best practices project management, technical skills, and offshore cost containment.

Foundational technologies for business success

Freeorders can also complement your existing IT capabilities by providing you with foundational technologies upon which you can build a wide variety of business capabilities. Our specialized expertise in these technologies enables you to focus allocation of your internal resources on those areas where they excel – while offloading work outside of their core skill-sets. These foundational technologies include:

- Enterprise Application Integration (EAI)
- Data Warehousing (DW)
- Business Intelligence (BI)

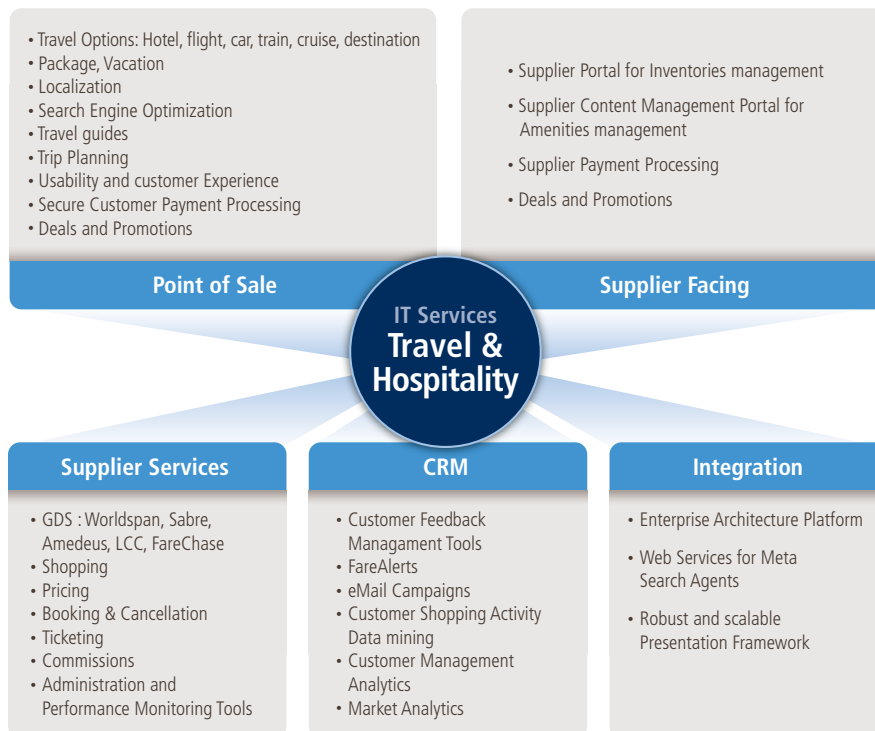
- Data/Platform Migration
- Interfaces with third-party systems such as GPS and OASIS

Essential IT skill-sets, on demand

Freeorders also supplies clients with a complete portfolio of essential IT skills that are available on demand to ensure that project deliverables are completed to specification, on time and under budget. Available skill-sets include:

- Business Analysis and Process Re-engineering
- Planning & Optimization
- Application Development, Re-engineering and Maintenance
- Quality Assurance
- Performance Optimization

In challenging economic times, significant business advantages can accrue by working with a technology partner capable of delivering differentiated solutions more reliably and at less cost. These advantages are especially compelling for companies facing tougher market conditions and more intense competition. That's why Freeorders is the ideal outsourcing partner for today's challenging travel and hospitality industry.



Freeorders has delivered the technology solutions that enable some of the travel and hospitality industry's leading companies to delight customers, boost profitability, and out-perform the competition.

What we've done for them, we can do for you

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About Freeorders

Freeorders is the leading global provider of offshore IT services and solutions delivered from centers of excellence in China.

Privately held and based in San Francisco, CA, Freeorders is recognized for offering best practices in outsourcing by combining its award-winning global delivery model, CHINDUSSM, with its governance model ATLASSM. Freeorders provides a full suite of services that encompass all phases of a project lifecycle including strategy, design, development, testing, implementation integration, and extended support.

Freeorders is rated at Level 5 of the SEI's CMMI, and is ISO 27001 certified.