



“ We grew too reliant on air segments and chose to reinvent our hotel platform – but we needed a new content provider and advanced tools to deploy across our multi-channel operations. Travelport is helping us leap over challenges with one of the most exciting initiatives we have undertaken in 20 years. ”

Richard Zanaska,
Supervisor Online, Student Agency

Inspiring

Partnerships Worldwide

Enabling your future today

Creating future-facing travel applications and tools

Travelport and developers worldwide are moving travel technology into a new era through collaboration. By blending ideas and co-creating, new opportunities are arising and complex travel management problems are disappearing.

Student Agency is seizing the moment

Student Agency (www.studentagency.cz) is the Czech Republic's largest full-service travel agency and online travel service provider, serving travellers domestically and across Europe. As the largest airline ticket issuer in its region, Student Agency has opportunity to grow by reaching deeper into the rapidly growing hotel sector. The company's innovations have been made possible by combining its strengths with Travelport technologies and content resources.

Evolving their hotel platform

Student Agency was well aware that some of their high-margin air customers were booking accommodations elsewhere. They required more and richer content, lower rates and easier booking tools. The agency chose Travelport technologies to design a proprietary solution for current and future aspirations. The new hotel platform, deployed for internal agent use in 2012, is being integrated with the agency's flight booking and ticketing system, as well as its consumer travel websites.

The Travelport Universal API connectivity tool, deployed in nearly 100 countries, boosts efficiency and speeds introduction time for new travel applications for the Web, desktop and mobile apps.

| STUDENT | AGENCY |

The **Travelport Universal API** tool is part of a revolutionary open platform strategy to support travel developments, operations, efficiency and customer service. It is the global distribution system (GDS) industry's first universal application programming interface (API) that provides access to aggregated, multi-source travel content and functionality through a single API connection. Open software standards, content, and advanced shopping and booking tools are hallmarks of this tool.

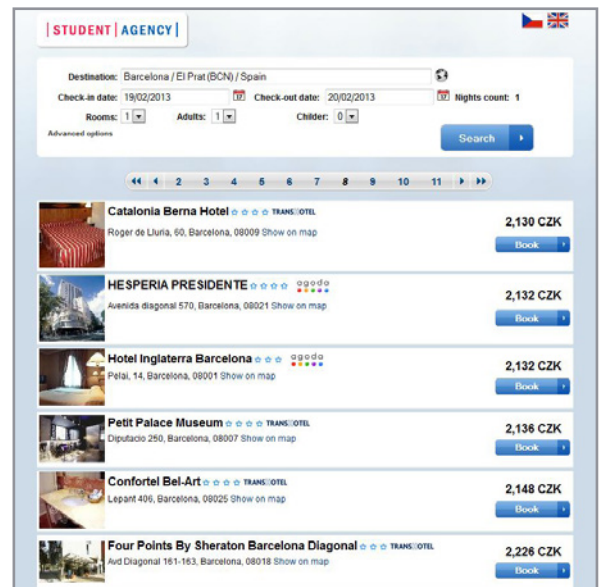
Unique properties range from hotels, bed-and-breakfasts, hostels, pensions and many other property types – all fully commissionable, and payment is simplified through the platform.

Content includes over 300 hotel chains offering the best available rates, the lowest public rates and over 330,000 unique properties from aggregators and Travelport. Aggregator content provides additional property types, from budget to boutique, plus pre-pay rates and more local content. The Universal API tool provides access to global content from the Travelport GDS and aggregators such as Agoda.com, FastBooking.com, TouricoHolidays.com and wholesalers.

Higher profit potential with easy access to global content

Developers using these advanced solutions created a completely open system that connected Student Agency with this world of hotel content – and much more. By increasing hotel offerings, as well as operational efficiency and agent productivity, the flexible platform naturally increases potential to generate incremental sales and commissions. For Student Agency and travel service providers worldwide, the technology significantly reduces challenges:

- There's no need to build and maintain relationships with multiple content providers, or consume the costs of managing multiple APIs for access to various travel content.
- There are no content access restrictions through open standards: Content is easily integrated from globally distributed as well as unique sources.
- Time, costs, risks and introduction time are all reduced, quickly opening doors to increased sales and revenue growth.
- New content is continuously made available



An advanced graphical interface - visually appealing and information-rich

Fresh. Fast. Relevant.

Freedom to innovate

Student Agency has gained unprecedented flexibility through an open platform to develop a hotel solution of its own, built to fit the agency's unique strategy, operations and customer service needs.

According to the agency's Supervisor Online Richard Zanaska, "This technology framework is enabling us to deliver content and services in new ways, resulting in more choices, lower prices, and greater comfort and convenience for our customers. Travelport allows us to do it our way. We know how to provide value to travellers, and this platform is helping us generate the revenue we need to continue increasing that value."

Harnessing the creativity of the world's travel innovators

"Travelport is moving in the way the travel world wants to go – selling the way travel providers want to sell and agents want to buy," said Phil Donathy, Travelport product director. "Our vision is to be the leading provider of informed travel choice, and we are making that happen by providing flexible access to content and services through an open platform, and encouraging the developer community to innovate as Student Agency and so many others are doing."

Explore your own possibilities – and make them reality
developer.travelport.com/app/developer--network/universal--api

