



## LEADING TRAVEL TECHNOLOGY PROVIDER OFFERS CLIENTS WEB-CLASS UPGRADE

### Challenge

travelbasys has long held the travel industry software standard with RBS, its reservation-to-back office and administration travel system. Built with Software AG's Adabas and Natural, RBS handles more than 2 million travel bookings a day for more than 1,200 customers across Europe—worth €8 billion annually. To stay competitive, lower costs and reach new markets, travelbasys was ready to bring RBS to the Web.

### Solution

Using Natural for AJAX, travelbasys quickly transitioned RBS to a fully Web-enabled platform with many new interfaces, menus and enhanced business functionalities. Long-time Natural developers were able to equip RBS for the Web without extensive Java knowledge or additional training. With the new interface, travel agents can easily access and use some 500 RBS services from virtually anywhere.

### Benefits

- Fast Web-enablement: project completed in four months—less than half the planned time
- Increased user satisfaction and productivity with new Graphical User Interface (GUI), easy-to-use features and fully integrated client platforms
- Better able to attract, retain and quickly ramp up developers with Eclipse-based development
- Performance and response times in line with Service Level Agreements (SLAs)—even with added graphics load
- Significantly reduced customer training needed—as much as 25 percent less than before
- Improved capabilities to attract new customers and access new markets



travelbasys

*Your Operating System for Success*

travelbasys is the leading provider of travel software technology in the European travel industry; in Germany alone, its market share is close to 80 percent. travelbasys helps more than 1,200 travel companies market their services, manage customer data and improve performance. Its core offering is RBS, a functional suite that links reservation processes with back-end accounting, CRM and archiving systems. RBS stores more than 22 million traveler profiles and manages daily financial transactions with 400+ suppliers.

**Get There Faster.™**

**“Using Natural for AJAX was innovative because we could not only secure our previous investments and knowledge built with Natural, but also benefit from new technologies and move to a single development platform—all at the same time”**

Ingo Brandes | Managing Director | travelbasys

## Destination: Go Global

travelbasys has been the leading European travel technology provider for more than 30 years. Travel companies across Europe rely on travelbasys for their daily operations—everything that needs to happen when someone makes a reservation. RBS, its core offering, is a functional suite that seamlessly integrates major travel systems (e.g., Amadeus, Sabre and Travelport) with back-office systems commonly used in the travel industry (e.g., SAP, Oracle, CRM, data warehousing, supplier reconciliation, auditing and long-term archiving). Once a travel reservation has been made, RBS manages the rest—including all payment handling and booking details. RBS brings the right data together for travel agents, accounting and management, thereby enabling them to provide better service, support, direction and controls.

And to give RBS and its customers the competitive edge they need, travelbasys relies on Software AG. “For over 20 years we’ve been using Software AG’s technology to handle 2 million travel booking transactions per day on our Adabas platform. We built RBS using Natural and (in 2000) began using webMethods EntireX to connect to SAP,” said the company’s Managing Director Ingo Brandes. “This is the base platform for all our business.” However, with the rapid changes the travel industry has undergone over the last decade and increasing global competition, travelbasys’ customers now needed faster, easier access and greater flexibility—more than ever before. With decades of experience behind them, travelbasys decided that it was the right time to bring its expertise to the Web.

“Our overall IT strategy is to move our existing host-based platform to the Web,” Brandes said. “This is what our customers want—better processes, reduced costs and to reach new markets. At the same time, our customers still need the reliability, speed and quality they had

with the mainframe platform. Software AG products are built for all that.”

## Getting there easier—with Natural for AJAX

Brandes noted that it could have been difficult to bring mainframe developers “to the Web” yet start-up was easy with Natural for AJAX. This gave travelbasys an immediate benefit because the company could use the product effectively from Day One.

Using Natural for AJAX, developers were able to quickly transform Natural applications into Web-based applications—without having to change their source code. Brandes remarked, “Using Natural for AJAX was innovative because we could not only secure our previous investments and knowledge built with Natural, but also benefit from new technologies and move to a single development platform—all at the same time.

“Software AG’s technology has helped us deliver unbeatable software quality for years,” he continued. “In our view, Natural is the best development language because it’s easy to use and allows us to deliver quicker time-to-market cycles. And we have found Natural for AJAX to be an extension of that, and just as straightforward. With Natural for AJAX we can combine the old world with the new and take full advantage of Web-based technologies for the benefit of our customers.”

The Web-enablement project for RBS was completed in four months, less than half the time expected. With this next generation of RBS called RBS now, travelbasys continues to deliver new functionalities—now on a fully Web-enabled platform—to its customers every two weeks. “This level of responsiveness and speed to market gives us a clear competitive advantage and builds further on our reputation for being the best in class provider,” Brandes said.

By using Natural for AJAX along with SAP, performance and response times have been faster than expected, plus travelbasys has been able to provide clients better, more usable information as a result of the Web-enablement.

Using the Natural plug-ins, travelbasys was able to move to a single Eclipse development environment. “This has enabled our current developers to move into the Web development world,” he explains, “plus we are better able to attract new developers coming from the universities because we are using Eclipse.”

## Customers say “on the right track”

Not only is development faster but customers are also more productive using the new processes. Local integration with Microsoft Office products saves customers both time and effort, allowing them to access data directly instead of needing to use TSO or FTP—this provides a distinct competitive advantage over using Business Objects.

“Customers feel we are on the right track,” Brandes said. “I think what they appreciate the most is that our Web-based platform is easy to use and integrated with all their platforms. We are able to support both local and central application integration, such as integrating Microsoft Office on the customer’s side, and customers need less training because it is more self-explanatory.”

travelbasys measures success in terms of customer satisfaction—and the feedback and user acceptance for RBS now has been very good. Customers like the new GUI and the interface response times are within range of its SLAs. In addition, RBS now has enabled the company to attract new customers, enter new markets and move into totally new industries—key business goals for travelbasys.

In terms of Key Performance Indicators (KPIs), with the process improvements already made, travelbasys expects to be able to help its clients significantly improve their bottom line performance—and increase revenue transactions per administrative employee from current ranges of 30–45 million up to 45–55 million.

“I would strongly recommend Natural for AJAX,” Brandes said. “You can re-use your internal knowledge and bring it forward to quickly gain access to new markets, retain customers and achieve cost benefits. Software AG technology is reliable, robust and very innovative—just the right ticket.”

### Reliable, robust and innovative

As Brandes relates, “We wanted to move a business worth €8 billion annually from a 3270-based platform to the Web—with completely new interfaces, menu structures and business functionalities. Our critical success factors: time to market, robustness and reliability in terms of transaction security, and project cost and time objectives—we met them all!

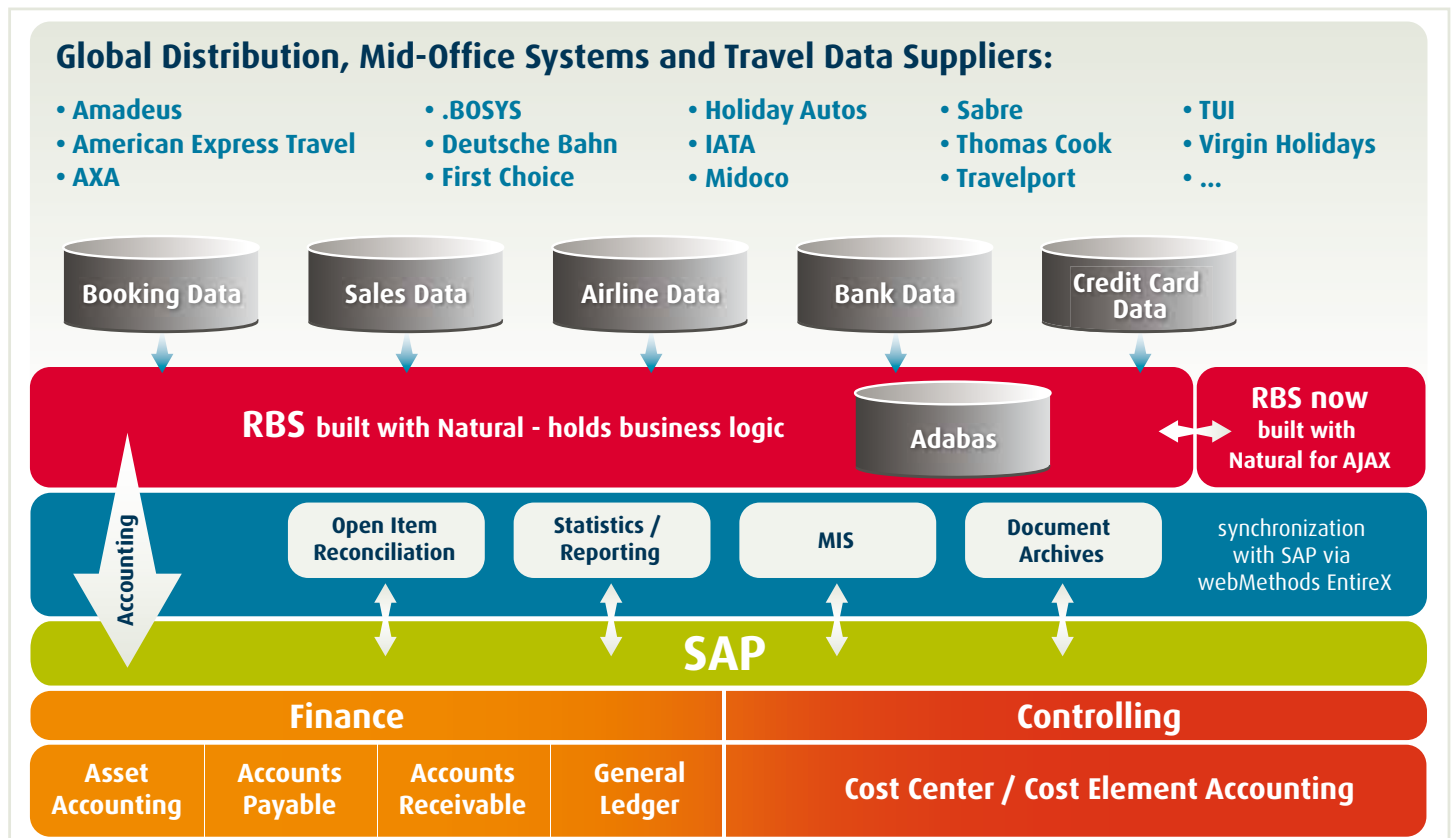
### KEY COMPONENTS

**Adabas** is the data management platform used by travelbasys to handle 2+ million travel booking transactions a day.

**Natural** is the easy-to-use programming language used to build RBS.

**webMethods EntireX** enables travelbasys to integrate its mainframe applications with many other systems, such as SAP.

**Natural for AJAX** enables code-free Web design and has more than 50 out-of-the-box GUI controls for fast development of travelbasys’ Web-based applications.



Web-enabling RBS business logic has greatly enhanced market opportunities for both travelbasys and its customers.

Take the next step to get there – faster.

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#### ABOUT SOFTWARE AG

Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first B2B server and SOA-based integration platform, webMethods.

We offer our customers end-to-end Business Process Management (BPM) solutions delivering low Total-Cost-of-Ownership and high ease of use. Our industry-leading brands, ARIS, webMethods, Adabas, Natural, CentraSite, Terracotta and IDS Scheer Consulting, represent a unique portfolio encompassing: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

Software AG – Get There Faster

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