

JacTravel selects Triometric XML business intelligence to drive efficiencies in channel management and operations

Submitted by: Triometric (formally Trio Networks)

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Egham, UK, 8th October 2013 – Triometric (<http://www.triometric.net>), a leading provider of XML business intelligence to the hospitality and travel industry, today announced that JacTravel (<http://www.jactravel.co.uk>), the UK-based wholesaler best known for its extensive range of online hotels in Europe, North America and Asia has chosen Web Services Analyzer (<http://www.triometric.net/products/web-services-analyzer/travel>) to support its strategy to maximise revenue opportunities from its channel business. JacTravel is committed to continuous investment in technology to keep raising its level of customer support with a focus on the core values of knowledge, responsiveness and imagination.

Triometric Web Services Analyzer monitors the performance of web services and delivers key business data from JacTravel's inbound and outbound XML traffic to provide real-time alerting, operational insight and business intelligence reports covering search patterns, look-to-book ratios, inventory planning and revenue management.

In choosing Web Services Analyzer, JacTravel is confidently extending its use of Triometric XML monitoring technology, having successfully used Triometric XML Comparator (http://www.triometric.net/images/pdf/web_services_testing_with_xml_comparator_hd.pdf) to validate the company's new API for a new hotel booking platform without disruption to existing customer connections. During this period of collaboration with Triometric, the technical team at JacTravel first became aware of the considerable opportunities that Triometric Web Service Analyzer can deliver for the hotel wholesaler in two key areas:

- Firstly, the ability to obtain detailed insight into the customer experience to help maximise revenue potential and
- Secondly, the ability to proactively optimise the company's web service infrastructure to mitigate any loss of revenue opportunities.

Using Triometric Web Services Analyzer, JacTravel's IT Team is able to proactively track a full range of performance indicators and rapidly respond to any service interruptions or latency issues across the network, application or database tiers. Already widely used by the hospitality industry, the Web Services Analyser unobtrusively captures and tracks every single user interaction in the web services supply chain with the ability to capture and replay transactions and drill down to the root cause of internal or client-side performance problems and errors. Infrastructure monitoring and proprietary smart analytics offer JacTravel rapid insight into how performance is impacting the customer experience, conversions, inventory and ultimately revenue – across the entire channel supply chain.

“In understanding and monitoring every request and response that flows in the XML supply chain we are able to deliver a more responsive, higher quality service with more relevant products to our customers” says John Ames, Technical Director at JacTravel. “Immediately following the Web Services Analyzer implementation we were able to identify and reduce errors and to offer valuable insight to commercial

teams by providing them with business data to help them understand the relative performance of clients and in doing so drive up conversion rates.”

“We are delighted to offer JacTravel the proven Web Services Analyser technology to gain real-time insight into customers’ behaviour and suppliers’ performance on delivering the right products at the right time” says Jonathan Boffey, Business Development Director at Triometric and adds “Triometric’s XML monitoring and business data technology can be implemented at both channel-ends of any travel web service connection providing the crucial business intelligence needed to make better data-driven decisions.” With Triometric Web Services Analyzer, JacTravel is empowered to maximise revenue opportunities by effectively managing Web services in an on-demand environment with the right visibility into and control over individual Web services and the underlying infrastructure.

About Triometric

Triometric delivers business intelligence & operational analytics enabling companies to rapidly react to market demand & deliver a superior customer experience. Triometric Web Services Analyzer delivers actionable intelligence and operational management metrics from live XML feeds to improve product availability, performance, relevance & price. A 2012 PhoCusWright Travel Industry Innovator, Triometric is a privately held company based in Surrey, United Kingdom. Customers include GTA, Serhs Tourism, Bonotel and SunHotels.

About JacTravel

JacTravel is a UK-based wholesaler best known for its extensive and selective range of online hotels in Europe, USA, Canada and Asia offering over 7,000 hotels in more than 550 cities worldwide. In 2012, JacTravel was UKInbound’s Tour Operator of the year and it won the Sunday Times Profit Track 100 Award for Customer Service and it has featured in several highly regarded rankings of fast growing businesses.

For more information see www.triometric.net, email info@triometric.net or call +44(0)1784 270400