

Values

Reliability

Power

Quality

Trust

Innovation

Expertise

Growth

Ethics

Business critical  
end-to-end solutions

TM  
dcs  
travel technologies

**dc**s  TM  
travel technologies

# Business critical end-to-end solutions

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# The change is taking us to new heights



*In the last years, the travel industry has become overwhelming in its dimensions, diversity and complexity. These years have been intensive and exciting for dcs plus. We have managed to strengthen our global position on the market by embracing innovation and deliver it through our technologies, by being in a permanent motion and mostly by remaining true and close to every partner and client.*

## 2014 - Full speed ahead

*For dcs plus, 2014 was the year of speed. Even if it came with changes, it didn't change our core beliefs: high standards, professionalism, team effort and innovation. Great achievements were added to our portfolio - the consolidation of our business-critical solutions, new developments, the implementation of ambitious projects, the expansion into new markets and important strategic partnerships.*

*Among the most notable accomplishments in 2014 was the launch of dcs plus BPO. Having the ability to anticipate the market's needs, we dared to explore the travel market beyond technology and to share our expertise with the aim to improve the business processes of travel agencies and tour operators.*

*The new company of the group, was created to optimize our clients' business processes, to add value to the travel technology and to improve its performance through advanced connected services. We are now able to fully support the core components of travel agencies in a collaborative environment and with integrated tools and strategies.*



## 2015 - Scaling new heights

*In an industry as dynamic as the one we operate in, even if you are among the leaders of the market, you must always be innovative and come up with fresh and new ideas. The impressive growth that our company had known in the last years determined us to take things to the next level.*

*After carefully analyzing the strategic goals of dcs plus, we decided to join efforts with Earlybird, an international venture capital firm, which became a shareholder in the company. We are confident that having a strong partner such as Earlybird, will allow us to explore new opportunities together with our customers and to step up our growth plan at a greater pace. Significant investments will be made in both technology and people.*

*As part of the strategy for 2015, we are planning to extend our portfolio with new products and services meant to leverage our clients' businesses.*

*Dear partners and customers, thank you for making all these years great and memorable ones. dcs plus knows how to create success stories and for sure you are the proof of our success.*

**Cristian Dinca,**  
CEO of dcs plus

# More than a decade of passion

## Passion

One might think that software and software engineers have nothing to do with passion. One might also think that the Corporate World is all about figures, profit, tough negotiations, long meetings and time spent inside the office. One might even think that what we do every day is to take a huge amount of data, apply some complex mathematical functions and create algorithms.

Here at dcs plus, we believe that one might not know the whole scenery when making these assumptions. We state this very clearly because we know a different story; a story about passion, a story with long nights of hard work that seemed to be only minutes. We know a story full of challenges and successes from overcoming them. We know a story that seems to have no limits.

We talk about a story full of passion because this is how we came into existence back in **2002** when the company was founded by its current owner at the University campus. We know it was passion because everything that was done back then by a small group of computer science graduates, was done with the desire to make a difference; to stand out from the day to day stories and challenge everything and everyone.

## Courage

We talk about courage in our story because with every little success we had more and more courage to be bolder and explore beyond... to challenge people and mentalities even harder.

## Experience

As the years passed, part of the passion turned into experience; part of the disappointments transformed into new challenges to overcome and so, in 2004 we have started to work on the ERP system TINA. Back then, it was hard to decide if we should embrace the new emerging web technologies or use the well proven client-server architecture. We took the chance and developed everything in web-based technologies. In **December 2005** we have officially launched the product inside the Romanian market. We put all our dreams and hopes, all our disappointments and passion, all our courage in this. We gave everything that we could to create an innovative product from every single point of view (technology, customer care, business model customization, consultancy services, implementation model). It was great. In 6 months, most of the top travel agencies inside the

Romanian market were using TINA. 6 months later we were signing an exclusive distribution agreement with Amadeus IT Group, which became the sole distributor of TINA across the CESE region as early as **2007**. This story is still to be written as we kept on deploying TINA in more and more markets every year.

## Professionalism

The successful launch of **TINA** was only the beginning of the journey, as we realized there are so many areas in the travel industry that we can explore and improve. This is how we started developing **TBS** (Travel Booking System), **AIDA** (Advanced Inventory and Distribution Application) and **TRIP** (TRavel Internet Presentation).

## Expertise

During all these years, dcs plus team acquired experience, know-how and business expertise, managing to create a complete range of fully optimized and scalable solutions. We are able to cover any scenario that may appear in the activity of a travel agency. Dealing with so many different business models led us to a high level of industry understanding. So we expanded our activity and started offering business analysis and recommendations, processes audit and consultancy. The support, guidance and follow-up offered by dcs plus team are meant to bring added value to those who want to improve and grow.

**Today**, we are as passionate about what we are doing as we were in day one. We still dream to change everything and we challenge ourselves on a daily basis. And if one might assume that we had a lot of fun doing it, one would finally be correct.

**40+ markets**

**global & proven solutions**

**hundreds of travel agencies  
with thousands of users**

**first full web-based travel ERP**

**5+ billion EUR  
in transactions made  
through our solutions**

**innovative technology**

**13+ years of experience**

**no transaction fees charged**

### Passion drives performance

At dcs plus, we see the changes in the industry and markets as remarkable opportunities to grow. We truly believe that our dedicated and passionate team can take you to the next level in this complex and fast changing environment.

# What we offer

## Flexible solutions for your business needs

13 years of experience in the travel industry allowed dcs plus team to develop a complete range of software products designed to cover all the necessities of a travel agency, regardless of size, business model or market.

Either **you are a:**

- Online travel agency
- Tour operator
- Travel management company
- Business travel agency
- Leisure travel agency
- Single-site travel agency
- Travel search company
- Destination management company
- Professional congress organizer

or **you need:**

- Reservations and sales
- Online selling
- Management for travel agencies
- Tour operator software
- Inventory & stock management
- Static & dynamic packaging
- Multiple points of sale
- Sales flexibility
- Customized selling platforms
- Mobile apps
- Booking kiosks
- Corporate travel
- Solutions for PCOs

... you can find in our complete range of end-to-end solutions the answer to your individual needs.

### dcsh plus platforms that cover your technology requirements

**TINA** - the ERP of choice for the travel industry across 17 markets - enables you to have an enterprise-wide view of the information you need.

**TINA** helps your travel agency to:

- Automate processes
- Increase business efficiency
- Control the business by implementing the strategy directly inside the application
- Report all the information using different types of reports
- Change the business strategy on the go etc.

**AIDA** - designed for tour operators and travel package retailers, **AIDA** provides inventory and stock management for travel services such as:

- Accommodation
- Transportation
- Transfer services
- Additional services
- Travel packages etc.

**TBS** - advanced travel booking system with XML/API/ webservice GDS connection. **TBS** operates reservations for any type of travel service:

- Flight
- Hotel
- Car
- Transfer
- Insurance
- Cruise
- Activity
- Vacation package etc.

**TRIP** - a B2C enterprise platform focused on selling travel products to consumers through a friendly and innovative interface. The core of the platform is a multitasking engine with native integration via webservices with the other technology platforms (TBS, AIDA). **TRIP** engine focuses on:

- Descriptive content integration
- Advanced SEO tools
- Mobile compatibility
- Innovative features
- Smart search concept etc.

# Online solutions

Online business has been the fastest growing sector during the last decade and it continues to grow, due to the major cost reductions, customers' affiliations and accessibility.

Consolidating the online selling channels is a major step forward for any travel agency. With the right and affordable instruments, you can complete the process fast enough to catch-up with the other competitors that have already made their move.

Our **online travel solutions - AIDA, TBS and TRIP** - are designed for the online environment, using emerging technologies. Being web-based, our products bring you more advantages: accessibility and scalability, low cost implementation and maintenance, low TCO etc.

Beyond the possibility of selling through a reseller network or through corporate accounts, our **Travel Booking System (TBS)** facilitates online sales - the travel agency can sell its services on a predefined or fully customized website (**TRIP**).

Your customer has the possibility to:

- Search throughout a large database with services
- Make the booking
- Select the payment option
- Get the voucher or ticket

... and enjoy the trip.

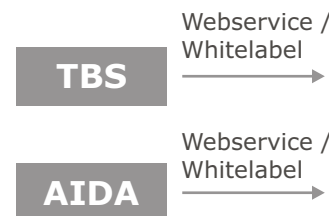
Simple for your visitor, effortless for you!

The online booking interface can be opened in any website, whether travel oriented or not, using whitelabel. This gives you the opportunity, as a TBS client, to increase the number of visitors by opening the online sales platform to high rated websites.

Also, for maximum flexibility in distributing products from your own inventory, output webservices were built-in, allowing you to connect to virtually any other distribution platform. When using TBS or AIDA, you can design a custom-made front office selling interface through these webservices, and sell your own travel packages online.

With webservices output, you can reach the desired level of flexibility and functionality on your public interface.

In the online market, the success of a travel agency consists in the ability of standing out through a differentiated and strong web presence.







# Management for travel agencies

## ERP system for travel agencies

ERP (Enterprise Resource Planning) is a software architecture that facilitates the flow of information between different functions within an enterprise. Similarly, ERP software facilitates information sharing across organizational units and geographical locations. It enables decision-makers to have an enterprise-wide view of the information they need in a timely, reliable and consistent fashion.

”  
*Many companies that purchased TINA mid office system in the last 12 months had a large, ineffective system that was standalone or part of a broader ERP. Those systems either became too costly to support or simply failed to produce a reliable company forecast or demand plan. TINA is the solution for these companies. Our sales, implementation, training and customer care teams can have operations back on track inside of three months.*

**Andrei Raileanu - Director Mid Back Office Solutions at dcs plus**

TINA is an ERP application developed by dcs plus for the travel industry. Currently being deployed in hundreds of travel agencies across 17 markets, TINA is suitable for any kind of travel agency (TMC, OTA, Leisure, Tour Operator or Retailer) that needs a robust and efficient system. More than a piece of software, TINA includes know-how gathered in more than 10 years and covers virtually any process inside a travel agency. Permanently updated and with around 1.000 features added every year, TINA offers you:

- Complete management of clients and suppliers
- Management of requests and sales through every possible channel
- Generation and management of travel and fiscal documents
- Powerful reporting tools
- Connection to 3<sup>rd</sup> party software via webservice
- Complete customizable interface through the Custom Workspace Module

By using TINA, you have the following benefits:

- Higher level of optimization for all business processes
- More accurate and increased visibility over these processes
- Higher level of control over the activities that take place inside the travel agency

With these advantages, together with the possibility to estimate and forecast using powerful reporting tools inside the application, you can better organize, plan, control and make qualified decisions aimed to increase the overall business.

”  
**Business Plus - Lufthansa City Center  
(part of Thomas Cook Czech Republic)**

*dcsh plus won our international tender for a new mid office system for the Business Travel department and till today, two years after implementation, we are convinced that this was absolutely the best decision. Especially the willingness to react promptly to our additional requirements is very convincing and we love many features of the software, especially the comprehensive reporting tool. Not only the software but also the people in dcs plus are the reason that we strongly recommend a cooperation.*

**Udo Wichert, CEO Thomas Cook s.r.o.**

# Online reservations and distribution, IBE and XML connectivity

## Technology at work for you

dcsh plus' product, **TBS (Travel Booking System)**, is an advanced front office system that integrates the largest travel suppliers on the market, processing a wide range of services (air, hotel, cruise, car rental, transfers, insurance, activities, packages etc). The travel service passes from the supplier through the travel agency rules, filters and restrictions to the selling platform (resellers, online, corporate, website etc.). TBS consolidates the content from the providers, lively makes the booking with the suppliers and keeps track of the reservations all the way to the invoices and reporting.

The reservation system is built on a versatile platform, being able to integrate any travel service and supplier. Currently, **TBS** works with the following services and suppliers:

- **HOTELS:** Expedia, GTA, Miki, Hotelbeds, HotelsPro, HotelsPro Turkey, Go Global, JacTravel, Jumbo, Tourico, Travco, Special Tours, DOTW, Eurotours, HS Travel, Hua Min, Daiei Tokyo, ATI, ASA, Hotusa/Restel, RoomsXML, Academservice, AC Tours, AIC Travel, Hana Tours, Hong Thai Travel, WHL
- **AIR:** Amadeus, Worldspan, Galileo, Travelfusion
- **CRUISES:** MSC Cruises
- **CAR HIRE:** Sixt
- **TRANSFERS:** GTA
- **INSURANCE:** Mondial Assistance, Generali, Omniasig
- **ACTIVITIES:** Hotelbeds, GTA, Tourico
- **PACKAGES:** own packages (from AIDA)

Your preferred content providers can be also integrated in TBS.

Our reservation system focuses on:

- Content quality
- Fast availability
- Volume management
- Automation
- Best price result
- Credit card payment

**TBS** facilitates sales on multiple selling channels at once - resellers, corporate accounts, online sales or website sales, with credit card payments/bank transfers etc.

”

*A platform flexible enough to accommodate any travel service and any supplier with fast integration time, without losing its robustness.*

**Alexandru Bararu - Director API/ XML Front Office Solutions at dcs plus**

“



**TBS**  
operates reservations  
for any type of travel service:



# Tour operator software

## From inventory management and package pricing to online sales

Due to their complexity and large range of possibilities, the composed travel offers - packages, tours, charters etc. - are very difficult to handle and manage. But we want to make your job easier and more efficient.

When you are a tour operator, you need to create and update inventories and distribute travel services to the resellers or directly to your customers... and you need to do all this in a unitary fashion. This motivated dcs plus to develop **AIDA**, a software application that covers both inventories and distribution for tour operators, resellers and third party front offices.

By using the specific modules inside **AIDA**, you can easily and effectively manage situations such as:

- Inventory availability and pricing
- Hotel room and cruise ship cabin allotment and guaranteed inventory
- Transportation inventory and seat management
- Transfers
- Local excursions, multi-day tours etc.

Functionally rich and easy to use, **AIDA** helps you to:

- Enjoy the benefits offered by a flexible and modular structure
- Sell travel packages efficiently

- Provide a high level customer service
- Handle complex packaging, both static and dynamic
- Configure capacities, prices, availability, promotions
- Use a comprehensive module for price definition
- Define complex cancellation policies with multiple rules
- Automatically manage the reservations, together with voids and refunds and issue invoices for the resellers
- Use advanced document templates for vouchers, proformas and travel documents, thus ensuring flexibility and adaptability
- Use advanced reporting tools
- Distribute services through your own selling platform or via webservice

**AIDA**  
provides inventory management  
and distribution for services such as:



*Having a detailed, yet flexible and comprehensive tool to manage their own products, enables the tour operators or DMC companies to increase the sales while having a transparent control of their costs.*

**Octav Stan - Director Tour Operator Solutions**



www.dcsplus.net

# Inventory and distribution

## **AIDA - Advanced Inventory and Distribution**

**Application** - successfully comprehends all the features needed for travel distributors, for all travel services:

- Accommodation (hotels, villas, apartments etc.)
- Transportation (air, bus, car etc.)
- Transfer services (car, van, minibus etc.)
- Other services (meals, cruises, trips, tickets etc.)
- Packages (tours, vacations, city breaks, shopping, adventure, health etc.)

This inventory and distribution solution can easily bring you ahead of competition.

As a plus, being developed using the latest technology and concepts, AIDA is very flexible and allows immediate changes to components' structure (capacities, pricing, service links and restrictions, packages etc.), keeping the pace with the dynamic market trends.

**AIDA** is ideal for tour operating agencies that create their own packages (holidays, tours, city breaks, trips etc.) as well as resell other services and packages from third party tour operators, and require a way to automatically manage the availability, inventory and prices.

If your travel agency wants to sell all these products (either in travel packages or individually) to individuals,

companies or groups, through resellers, own travel agents, third party front offices and online websites, AIDA is the solution you were waiting for.

Even if it started from the idea of a complete travel distribution system and front office, now AIDA includes also mid office and reporting features in order to create a comprehensive solution and gives you, as a tour operator, all the tools needed to fully control the business (automatic invoicing, reservation management, full control over the documents layout generated within the system, report templates builder etc.).

AIDA is a very flexible platform, offering fast changes to components structure:

- **Capacity**
- **Pricing**
- **Service links and restrictions**
- **Packages**
- **Last minute**
- **Early booking**
- **Special offers**

# Static and dynamic packaging

## Advanced Inventory and Distribution Application

**(AIDA)** represents a major breakthrough in technology for travel business. The complexity of storing inventories and dynamically joining and distributing travel services was a great challenge to all software solutions.

Our inventory and distribution solution offers both types of packaging for travel agencies:

- Static packaging - services joined statically, under a fixed, predefined package
- Dynamic packaging - links among the services and dynamically created packages

## Static packaging

Fixed components packages can be built based on accommodation, transport and other services. They can be:

- Tour - Built starting from the transportation service, such a package has multiple destinations with multiple accommodation units. Multiple additional services can be added to the package, either mandatory or optional.
- Holiday - Built starting from the accommodation service, these packages have a single destination, the targeted city of the accommodation service. Multiple additional services can be added to the package, either mandatory or optional.

## Dynamic packaging

Dynamic packages - accommodation, transport and other services can be chosen for custom packages, based on the links, rules and restrictions that you set up. This way of creating virtual links among the services brings you a great flexibility; you can model the dynamic packages on the fly, by adding/removing restrictions among services while on sale. The sales platform is actually a shopping basket where your client chooses different services to book his own customized package.

**Join services statically, under fixed, predefined packages or dynamically create packages by linking different travel services.**



# Multiple points of sale

Both **AIDA** and **TBS** applications can provide points of sale such as:

- **B2B selling platform** - facilitates selling travel services through a network of resellers. By having their own interface, resellers can search for services, make reservations, extract vouchers and invoices and generate reports, based on given credentials.
- **B2B for corporate clients** - provides travel managers inside a corporation access to self booking tool
- **B2C selling platform** - online selling platform - off the shelf booking engine, which easily integrates in any website, allowing consumers to make bookings, get travel documentation etc. Of course this is the simple alternative for sales to consumer, the bigger brother being the fully custom website connected via webservices - **TRIP**.
- **B2E channel** - access via intranet, for corporate employees - a company's employee can book directly on the company's behalf, for himself, using the online selling platform opened into the company's intranet
- **TINA Corporate Extranet** - suitable for the use of corporate customers who want to send order forms for the agencies in order to be manually processed (require normal touch channels).



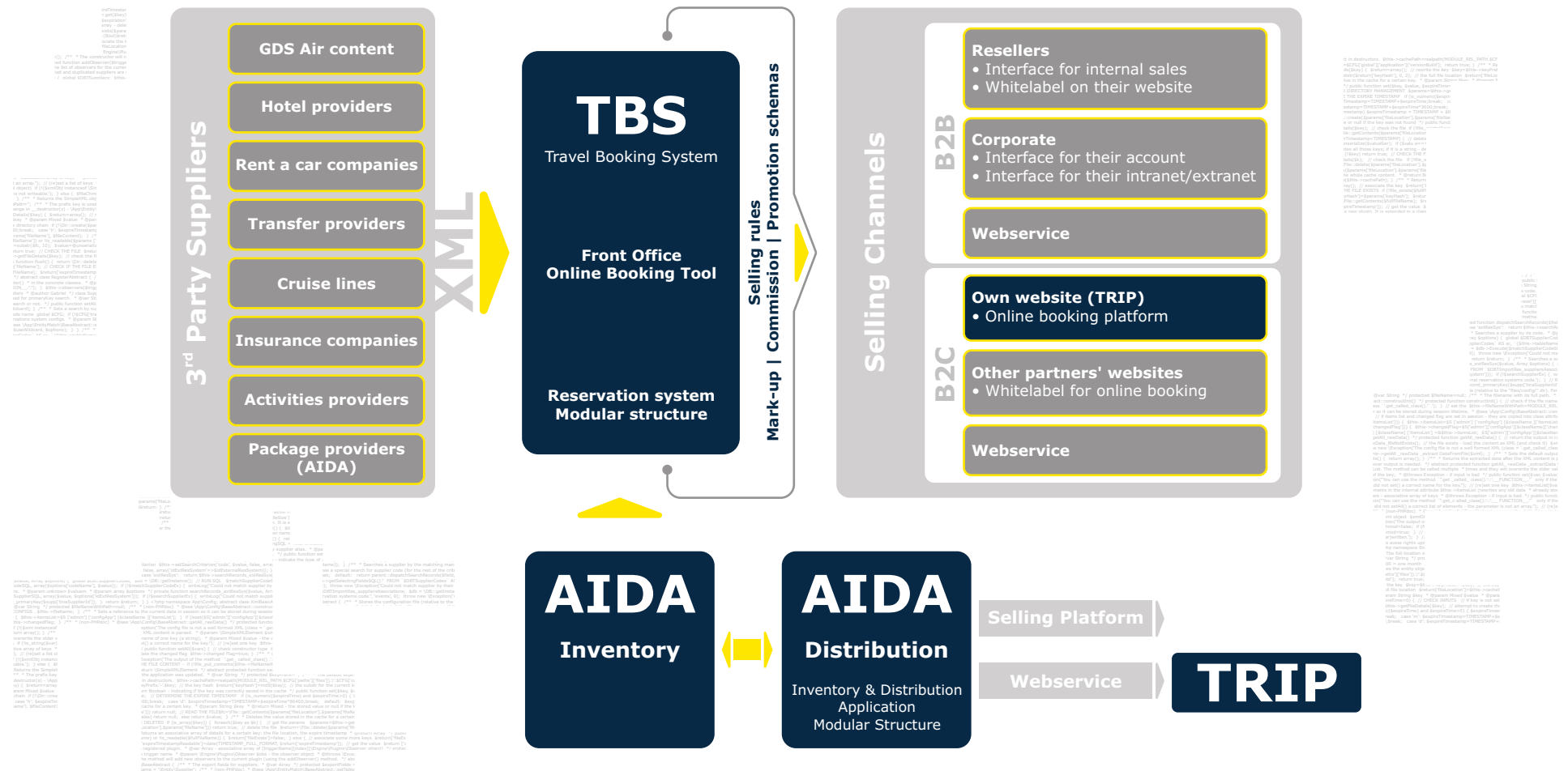
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*The standardized, OTA compliant – AIDA web services XML connector – provides the tour operator with the most powerful tool for expanding its clients portfolio, by distributing the content through an unlimited number of selling channels.*

**Octav Stan - Director Tour Operator Solutions**

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# Select between various distribution channels the one(s) that best match your business strategy





# Sales flexibility

## Webservice - also known as API/ XML interface

For maximum flexibility on client-side, webservices have been developed. They offer the travel agency the opportunity to build custom-made front office interface or fully customized integration with a website for online sales. The webservices output opens the gate to unlimited possibilities in selling and distribution area. From a simple concept like custom websites for the B2C sales, we can easily go to the next level - mobile apps world or even other chains of distribution networks for resellers.

Our reservation system, **TBS**, communicates with each of the suppliers' systems over the network, based on communication protocols (XML files/webservices) extracting the data from their database, in order to build its own database, later used to serve content to the resellers. This ensures real time transactions with the connected parties.

The B2C interface **TRIP** communicates via webservices with **TBS**, **AIDA** and **TINA** to send/receive data about the travel services, to send booking requests and to extract the fiscal documents for the online customer.

Full webservice for custom-made interaction with **AIDA** inventory is also available. Webservices commanding **AIDA** inventory can be used in two ways:

- Design a custom made front office selling interface - for a special demanding reseller or for own agents, or even own site - the tour operator is free to build its own selling interface
- Integration with 3<sup>rd</sup> party distribution systems. Large distributors can be interested in reselling the tour operator's products. TBS can also be a distribution channel for AIDA - where AIDA can play the role of the wholesaler.

## Whitelabel

Whitelabel (B2B2C platform) - the extension of the online selling platform. It helps any reseller to open its own online selling platform, based on the TBS client technology. This feature gives travel agencies the chance to sell online via catchy websites.

You can open the online booking interface in whitelabel, in any website, whether travel oriented or not. This helps you, as a TBS client, to increase the number of visitors, by opening the online sales platform to high rated websites.



# Solutions for PCOs

Are you a professional congress organizer? Then, for sure you need robust solutions to manage congresses, conferences, seminars and other similar events. Make sure that you have all the necessary tools to ensure your conferences have resounding success.

Flexible and efficient, the software solutions provided by dcs plus are capable of meeting the most challenging demands of PCOs.

**TBS** XML consolidator allows you to immediately bring available travel services from 3rd party providers into the sales mix. An XML connection to several wholesalers might simplify your work by bringing extended availability directly into the reservations system.

Later on, adding flights or other ground services (transfers, activities etc.) would reduce the amount of work on the travel services purchasing, allowing you to focus on the congress itself and its participants.

Moreover, when planning great events with large numbers of participants, you have a good opportunity to negotiate good rates with the hoteliers. Manage this content within your own inventory system - **AIDA** - with the possibility to further distribute this content to different selling channels, both B2B and B2C.

As part of the Professional Congress Organizer Platform, **TINA** delivers unparalleled automation features for this

type of travel agencies. Starting with the definition of the Congress Project, **TINA** delivers mainly no touch processes which take care of the mid-back office part of the sales process. In this respect:

- all sales made, are automatically imported by **TINA**
- invoices and payment information is automatically managed and all information is sent to the Ledger Application for further consolidation
- the standard reporting module of **TINA** offers access to all data related to sales and CRM by using easily definable report templates that can be generated manually or automatically.

You can also benefit of our B2C enterprise platform **TRIP**. You, as a congress organizer, have a set of particular requests, which are not standard for an OTA, but critical for congresses, such as:

- **Scalability** - the possibility to add new services
- **Diversity** - create different interfaces for the specific of each congress – multiple interfaces can connect to a single platform engine
- **Split Reporting** - with the congress module, reports can be generated for sales per each congress
- **Multiple payment accounts** - a different account can be defined for every congress
- **Intuitive interface** - features specific for congresses: venue icon on the hotels map, automatic calculation for distance between hotels and venue location, venue description etc.

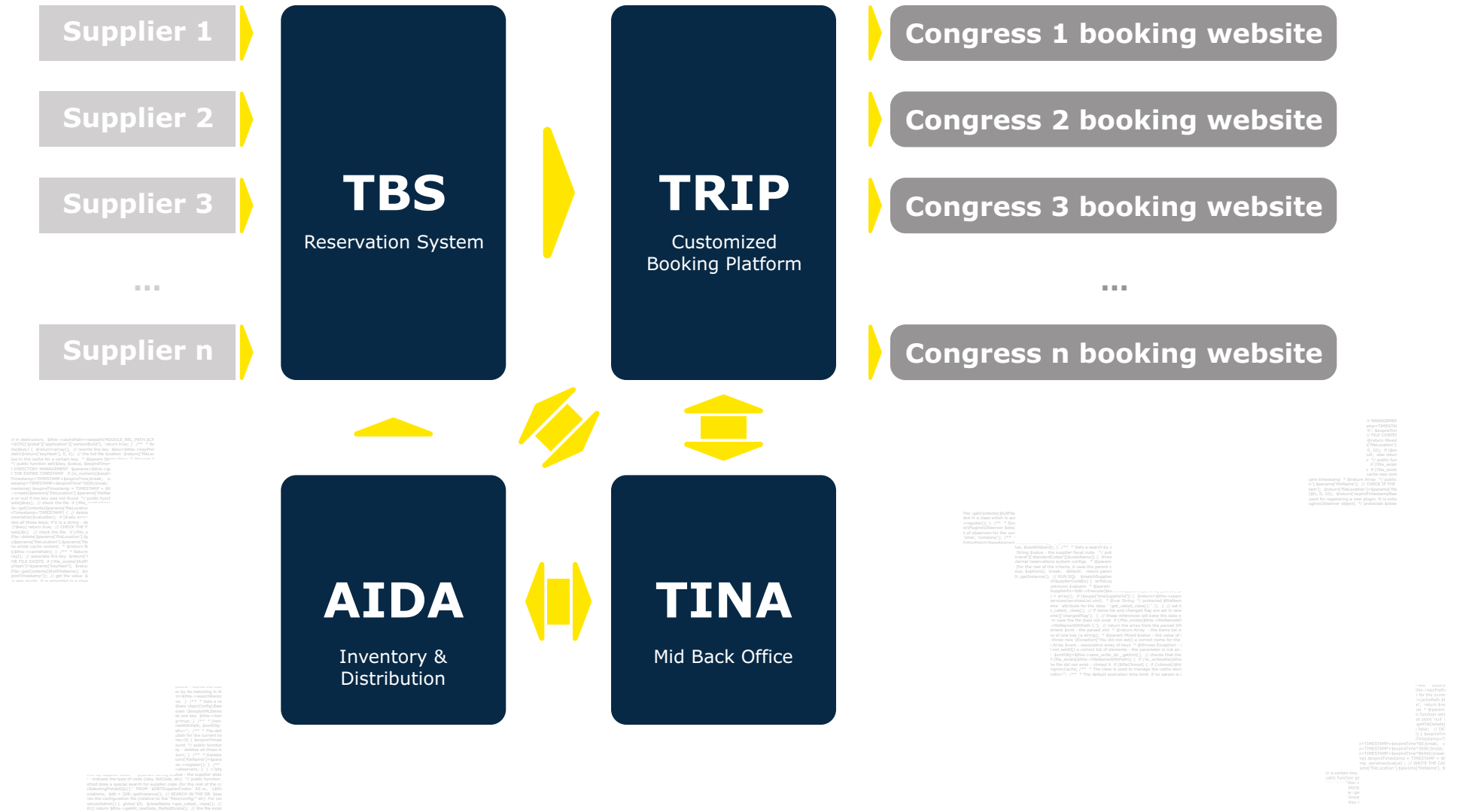
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*I would like to emphasize that we are very satisfied with your service and your team.*

**Frida Mizrahi, Global Sales Manager - Kenes International**

“

**With the right professional tools, your event cannot be anything but a success.**



# Corporate travel

Local TMC representatives  
that use dcs plus products:



Offer your corporate clients  
the possibility to:

- Input orders in a structured way
- View their status
- Get real time information about invoices, payments, reports
- Manage their cost centers and other cost related information etc.

As several TMC representatives are using TINA worldwide, it includes a multitude of tools to help with the management of your corporate customers:

- **Corporate Extranet** - a website that helps your corporate customer to communicate efficiently and secured, directly with the ERP system; this allows for **automated** management of travel policy, quality control, approval workflow as well as a full record of the communication between the corporate customer and the travel agent (response time, request details etc.)
- **Corporate customer profile** - allows the storage of your **corporate customers' profiles** inside TINA (**travel policy, service fee, discount, deposit and credit, contracts management, KAM management, quality control etc.**)
- **Credit Limit Management** - **automated** management of client's debts level with **automated warning messages** (customized templates) for both Credit Controller and customer
- **Sales Force Automation** - includes the monitoring of the sales process together with real-time reporting of customers' activity (volumes, payments, evolution over time, delayed payments etc.)
- **Customers segmentation** - can be done manually or in an **automated** manner (the application checks for the desired criteria and **automatically upgrades or downgrades** the customer status)

• **Clients Feedback** - based on pre-selected criteria, TINA builds satisfaction forms and sends them to the customer for feedback. The responses are stored, monitored and interpreted (while the extreme responses are automatically highlighted).

• **Reporting** - TINA can provide specialized corporate reports in a variety of formats (iBank, Amex BTA, Tamara, MIS, GROs, Mastercard, GEMS, PRISM, HRG etc.).

Additionally, the specialized reports have a quality control mechanism built-in, which signal any errors before submission.

One possible solution to all of the above benefits (and many more) is the Corporate Extranet extension module of **TINA**. In a nutshell, the Corporate Extranet is a website that helps your corporate customer to communicate efficiently and secured, directly with the ERP system (**TINA**).

Ready to take it one step forward?

Give your corporate customer a powerful self-booking tool by using the **TBS self-booking tool**.



*Make sure that your travel offers are available to anyone, anywhere, anytime - quickly and easily*

## Custom Apps

### dcsh plus' custom apps development focus areas:

- Customized website selling platform
- Mobile applications
- Booking kiosks

... all based on TRIP engine

**Increase your market reach and revenue potential by selling your services across a diversity of channels.**

### Customized selling platform

- Stand out in the crowded marketplace with a fine-tuned online selling platform
- Impress the audience and potential customers by offering multiple travel services on a different, unique and attractive website
- Funnel end-users in the direction you want
- Design it according to the identity of your company
- Use features that cannot be found in your competitors' websites (e.g. weekend flights, destination information, instant results etc.)

... and many more benefits

### Mobile applications

- Attract new customers on mobile, whilst more travelers use their smartphones or tablets to book their trips
- Distribute your travel services through the mobile channel
- Let you customers plan their trip using their favorite mobile devices
- Make it easier for your customers to manage their travel itineraries
- Diversify and boost the mobile sales with applications on Android, iOS, Windows Mobile, BlackBerry etc.

### Booking kiosks

- Make your services and offers available anytime, anyplace
- Meet customers' demand for self-service
- Enjoy significant cost savings with reduced front desk staffing
- Impress your customers and differentiate from competitors with offers displayed on wide touch screens and sophisticated interfaces
- Surprise and engage customers with outstanding widgets and gadgets etc.

*Travellers are increasingly comfortable and savvy at planning, researching and booking trips on the go. And because new trip fun begins during its planning, offer your customers a feature-rich experience, combined with accessibility, usability, flexibility at the right time and in the right place.*

**Alexandra Luca, Marketing Specialist at dcs plus**



# Reliable services

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*'At dcs plus, expertise translates into professional and reliable consultancy'.*

**Alexandru Bararu - Director API/ XML Front Office Solutions at dcs plus**

“

Above the complete suite of business critical travel software solutions, dcs plus offers you an extended service portfolio:

- **Consultancy**
- **Operational audit**
- **Customizations**
- **Trainings**
- **Courses**

***During the past 13 years of solutions design in travel business, we gathered an extensive experience in the field***

## Consultancy

dcsh plus has been designing and developing business critical travel software solutions since 2002. Major travel agencies in over 40 markets are using solutions provided by dcs plus, such as **web based travel ERP, inventory and distribution applications, online booking systems, B2B, B2C and B2B2C interfaces.**

We answer the evolving needs of the market:

- Design and development of business critical travel applications
- Deployments in more than 40 markets
- Market assessments and market adaptations
- ERP system deployment and implementations into some of the largest travel agencies in Eastern Europe (hundreds of agents)
- Online reservations systems
- B2C and B2B sales, credit card payment
- Inventory and distribution, dynamic packaging
- XML communication and integrations
- Travel business and opportunities consultancy
- Applications maintenance
- Call center and support

# Operational audit

In our vision, new technologies and software products are mandatory for any agency that wants to keep up with the dynamic travel industry. But in order to fully assimilate the innovation's benefits, one needs first to have a clear view on the business day-to-day operations.

This is why we decided to include the operational audit in our range of services. Our aim is to improve your efficiency and effectiveness on the internal processes. Based on years of experience and hundreds of successful implementations, we are confident that we can offer you new perspectives and increased control via the audit process, a service that we offer **free of charge** during the implementation phase.

Additionally, we can perform an operational audit, not only at the beginning of the implementation, but anytime you request it - whenever you need processes' reevaluation, changes in strategy, purchasing of a new company etc.

The operational audit is focusing on:

- Mapping the operational processes inside the travel agency
- Identifying the weak and strong points
- Providing suggestions on how you can eliminate weak points
- How to improve strong points
- How to increase the overall efficiency.

## The necessary steps to take for completing this process are:

1. Setting the goals and objectives together with your agency's management team and gathering basic business information
2. Team allocation for the audit process
3. Elaborating the audit plan
4. Audit process
5. Preparing the documentation containing the auditors' conclusions and recommendations - review it with your travel agency's management
6. Final audit report including an action plan
7. Follow-up in order to have an overview of the progress made



# Customizations

# Custom solutions are as individual as your business is

## Products opened for personalization

As clients' demands become more sophisticated and channeled to market evolution, the necessity of being flexible and adaptable becomes essential. We always seek to understand, meet and even exceed our customers' unique needs, as we are aware that this has a significant impact on our competitiveness. So we are always opened to adapt our products and services to your individual requirements.

**TINA**, **TBS** and **AIDA** are delivered with standard interfaces, with core functionalities and plug-ins. Since all of them are business critical applications and are deeply integrated into the client's company structure, most of our major clients required custom-made modifications in order to better adapt the products to their particular business profile.

The online platform needs to offer a highly personalized experience to your customer, so we've built **TRIP** using a modular structure, enabling a high level of customization to meet your requirements.

## Solutions adaptable to your business needs

Customizations and enhancements to software solutions are often needed. Your preferences and expectations will be met after a careful analysis made by our professionals.

## General improvement versus customization policy

Each additional requirement, regardless of its nature (functionality modification, layout etc.) is thoroughly analyzed by dcs plus team of consultants together with you. This process classifies the development into 3 major categories:

- 1. General product improvement**
- 2. Partial product improvement**
- 3. Custom development for you**

Depending on the category the development fits into, it can be:

- Scheduled for general product development plan and delivered **free of charge** for each user of the product
- Specially developed for you, as additional plug-in.

# Effective and comprehensive training sessions

## Trainings

An approach that combines a well-structured and mature application with a high level of know-how in using all the available features can guarantee substantial benefits for your business.

Some of these benefits, such as bringing added value for the company services and massive cost reductions, are more important nowadays than in the past, due to the reorientation of the business models to **efficiency** instead of growth in volume.

The extensive experience and the wide client portfolio grant our access to a large and varied range of business models. Alongside you, we will set the tools and strategy to find the suitable model for your business, based on the specifics of company's activities.

The training sessions can be provided together with the implementation of the software application or at your request, being adapted to your agency's characteristics such as:

- Selling channels (front desk/online sales)
- Targeted clients (business travel for corporations/leisure services for individuals)
- Number of users (large agencies with hundreds of users/ small agencies with less than 10 users)

***A software solution, no matter how good it is, cannot be used at its full potential without the proper training.***

”

*On behalf of GoTravel / SunMedair I would like to thank dcs plus' team for all their professional support during the training and implementation of TINA inside our company. [...]*

**Catalin Musat, GoTravel - SunMedair General Manager**

“

The quality of travel agents and their development through training and education are major factors in increasing business efficiency and productivity.



# We do not only develop and maintain the software, but we also provide the services that surround it

## Courses

The business environment (and especially the travel industry) is in a continuous motion and change. Thus, the ability to make fast decisions, to be permanently up to date with the industry peaks and nevertheless to have a team of professionals, who know and understand all the business mechanisms in depth, can make the difference between success and failure.

### Travel software courses

Our consultants are always ready to share their experience by offering customized courses adapted to the specific of your business. These courses capture both detailed presentations of the applications' administration and reporting tools. Furthermore, we present our own vision regarding business concepts that are essential for travel industry, such as:

- Determining key control points and implementing them in specific reports
- Defining advanced corporate profiles
- Applying a unitary workflow able to cover the specific elements of a service or activity that your agency provides
- Being able to effectively adjust the workflow based on market requirements

While the courses have a managerial orientation, the training sessions are focused on the selling and operational processes.

Having a wide experience in the travel area and getting in touch with various business profiles from different markets, our consultants can help your team in acquiring a professional global overview on the industry. In addition to this, they can assist in defining the optimal workflow for your business, so that the software technology can be used at its full efficiency.

Your needs are at the basis of our products and we want to help you achieve your goals and figures. We truly hope you will take advantage of our knowledge and experience to make your business bloom.

***We are permanently connected to the changes in many markets around the world, as well as to your needs and always ready to help you grow and evolve by adding value to your business.***

## PRODUCTS' STRENGTHS, USABILITY, KEY FEATURES & BENEFITS

# Travel IntraNet Application - TINA

TINA is the ERP of choice for the travel industry across 17 markets.



### TINA is perfect for:

- Travel management companies
- Business travel agencies
- Leisure travel agencies
- Online travel agencies
- Single-site travel agencies
- Travel search companies

### Why you need TINA

#### TINA ERP includes among other features:

- **Sales processing and data repository tools** - All bookings, client and supplier invoices, payments and settlements are handled inside TINA. Also, bookings made inside 3<sup>rd</sup> party applications (GDS, hotel wholesalers, Airlines, etc.) can be imported through the included 3<sup>rd</sup> party XML import mechanism and processed according to your travel agency's rules.
- **Control tools** - Task management, customer profiles that are applied in an automated manner, sales force management module, automated reporting, dashboard reporting, calendar functions, automated alerts, credit limit management, user traces for the identification of patterns inside the daily workflow, automated invoicing, quality control mechanism etc.
- **Reporting tools** - Standard reports, customized reports built directly by your travel agency, automated report generation with several formats available, dashboard and

interactive reporting, specialized reports for 3<sup>rd</sup> party partners (GRO, PRISM, iBank, HRG, Tamara, MIS, GEMS, Mastercard, SAP etc.).

• **Forecasting tools** - It combines historical data, real-time data, access to the entire database, the powerful reporting module and sales force automation with data mining and business intelligence algorithms. This makes TINA the most suitable tool for your business forecast.

- Hundreds of successful implementations across 17 markets
- More than 1.000 analyzed business models
- More than 6.000 man-hours of training performed for travel agencies
- More than 10.000 man-hours of business processes analysis
- Hundreds of add-on modules which complement the core version and expand the existing functionalities.

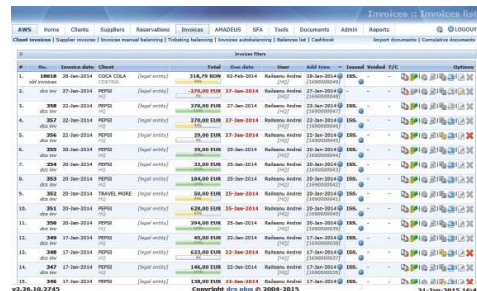
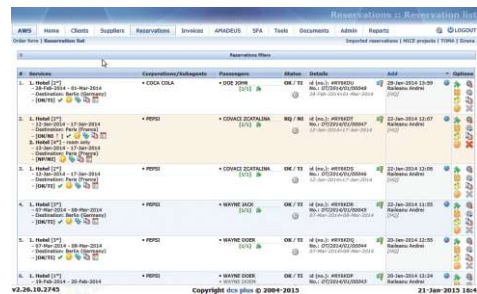
*TINA is a very well designed software tool that is able to accommodate virtually any business model, to increase its efficiency and to remodel it in order to achieve the results you desire.*

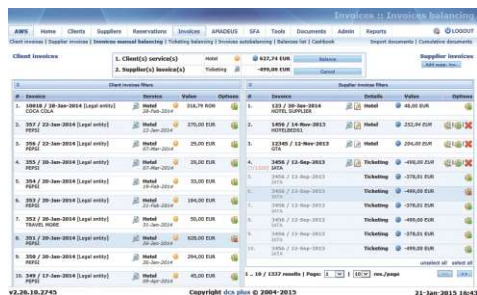
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*The included workflow, business processes, quality control mechanism, corporate travel tools, automated invoicing and reporting work seamlessly together out of the box in order to deliver the most efficient tool a travel agency could be using.*

**Andrei Raileanu - Director Mid Back Office Solutions at dcs plus**

“





## Benefits

- **Automation** - TINA is able to automate every single process inside your travel agency. For example: client invoicing, supplier invoices import, automatic settlements between client and supplier invoices, quality control check for extra information, reporting and travel policy. By allowing TINA to handle these processes in an automatic manner, you can focus the existing resources to more creative and productive activities for your business. Above this, you avoid the human error factor.
- **Management of customers** - All types (resellers, corporate, individuals), general and fiscal details, management of offices, customer profile management, statistics, credit limits, deposits, management of duplicated accounts, frequent buyer cards management etc.
- **Management of suppliers** - General details, fiscal details, product names, prices from contract, invoicing profiles, commission management, CRM data etc.
- **Management of request and sales** - Input of all requests (no matter the channel), processing the requests according to the approved workflows and procedures, parallel multiple searches inside 3<sup>rd</sup> party systems, searching inside own inventory etc.
- **Management of travel documents** - Your travel agent has the possibility to generate the travel document he needs in a variety of formats (pdf, doc, docx, xls, rtf, html etc.).
- **Management of fiscal documents such as:** client invoices, client payments, supplier invoices, supplier payments, settlements between client and supplier invoices.
- **Documents template manager (DTM)** - Allows you to completely customize the look and feel of the documents generated by TINA as well as to exchange the output format.
- **Management of reports templates** - Your travel agent

or manager, can define by himself or with the help of the customer care department the report templates needed.

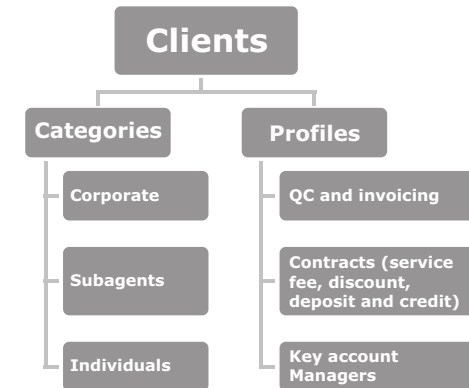
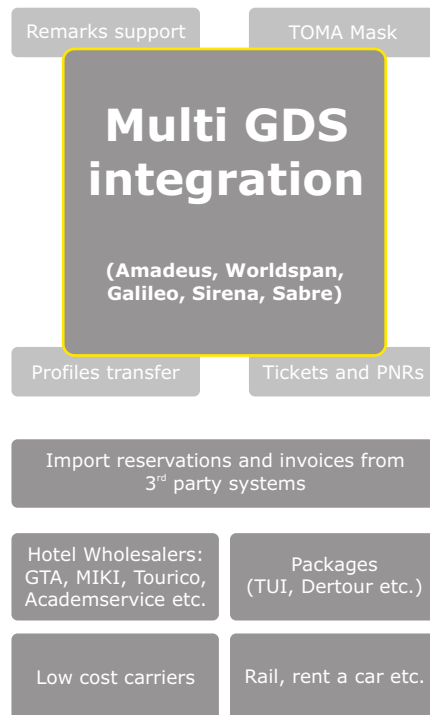
• **Exporting and importing to and from accounting software** - TINA includes in its default configuration an import/export mechanism for integration with pure accounting software.

• **3<sup>rd</sup> party software connection via web services** - Your travel agent is able to launch multiple parallel searches from TINA into the suppliers' systems, receive price quotation, create bookings and import all the data inside TINA in order to use it.

## Extra Benefits

**TINA also offers you the following optional modules:**

- **Corporate Extranet** - A website able to communicate with TINA via webservices in order to extract and display different pieces of information from the mid office application (TINA).
- **Credit limit management** - Enables your travel agency to use automatic segmentation and setup the credit limit for each client inside TINA.
- **Supplier price management** - Enables you to input prices for hotels that have a direct contract with your travel agency. Full and ergonomic price definition is possible (even fixed periods). Now, the prices can be easily used inside the service offer module.
- **XML 3<sup>rd</sup> party import interface** - Role: to allow the import of 3<sup>rd</sup> party reservation content inside TINA.
- **Payment import functionality** - Role: to allow the integration of financial content from accounting applications as well as from electronic invoice formats.
- **MICE extension** - Does your travel agency offer packages for meetings, incentives, conventions and exhibitions? This is a specially designed module that allows you to manage the entire production and sales process inside TINA.



- Approval process
- Documents
- Reports
- Orders
- Widgets

**Corporate extranet**

- Approval process
- Documents
- Reports
- Orders
- Widgets

- Alert limits
- Credit limits
- Automated blocking
- Statistics

**Credit Limit control**

- Alert limits
- Credit limits
- Automated blocking
- Statistics

- Service fee profiles
- Discount profiles
- Contracts
- Special dates

**Client profiles**

- Service fee profiles
- Discount profiles
- Contracts
- Special dates



- Prospects
- Initial approach
- Negotiation
- Closing the deal

- **Segmentation for:**
  - Corporate customers
  - Subagents
  - Individual customers
- **Segmentations types:**
  - Automatic
  - Manual

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- Service fee profiles
- Discount profiles
- Contracts
- Special dates

**Automated invoicing**

- Service fee profiles
- Discount profiles
- Contracts
- Special dates



- Direct data (excel, csv, html, pivot table)
- Specialized reports: Tamara, iBank, GRO, Gems, Amex BTA, etc.

- Complete customization of the interface by using Dashboard and widgets styled interface

- Complete customization of the interface by using Dashboard and widgets styled interface

- Supervisor
- Duration
- Statistics
- Alerts
- Availability

**Task management**

- Supervisor
- Duration
- Statistics
- Alerts
- Availability



# Travel Booking System - TBS

TBS is an **advanced IBE** system that **aggregates and normalizes content from several travel services providers** (selected at your desire) and **resells the services** towards different selling channels (**B2B, B2C, corporate, whitelabel**).

## TBS is perfect for:

- Wholesalers that automatically distribute travel services towards the resellers/subagents network
- Business travel agencies that service large corporates seeking advanced self-booking tools
- Leisure travel agencies that book from several providers to create leisure bundles for their customers
- Online travel agencies that require a powerful aggregation engine to feed their B2C portal
- Events/congress companies that seek to bring automated booking functions in their portfolio
- Any company that can use TBS as an universal API/XMLs umbrella for feeding its own distribution interfaces with aggregated travel content

## Why you need TBS

### TBS represents:

- An XML aggregation engine
- A booking system
- A distribution interface with multiple channels
- Business flow management tool
- An automation tool
- A tracking and reporting tool

### TBS can process the following travel services:

- |               |                     |
|---------------|---------------------|
| • Air tickets | • Cruise            |
| • Hotels      | • Insurance         |
| • Car rental  | • Activities        |
| • Transfers   | • Vacation packages |

### Benefits

#### Separated modular distribution channels and selling platforms

- **B2B**
  - **Resellers**
    - Interface for internal sales
    - Whitelabel on their website
  - **Corporate**
    - Interface for their account
    - Interface for their extranet/intranet

- **B2C**

- **Your website**
  - Customized booking platform - TRIP
- **Other partner websites**
  - Whitelabel for online booking

- **B2E** - Business to employee

• **Webservice output** - full webservice for custom-made interaction with TBS core engine (custom websites, mobile applications, special distribution networks, any 3<sup>rd</sup> party distributor etc.)

#### Flexible payment modes for resellers

- **Credit** - the reseller can book within the credit limit without payment
- **Prepayment** - the reseller can book, but if the reservation is not paid and confirmed, it is auto-canceled before entering the penalty period
- **Mixed** - a combination of the above situations
- **Credit card payment with instant confirmation**

#### NO TRANSACTION FEES paid to dcs plus

*As part of dcs plus philosophy, we do not interfere in your business strategy by charging you for the reservations made in our systems.*



## Complex pricing management:

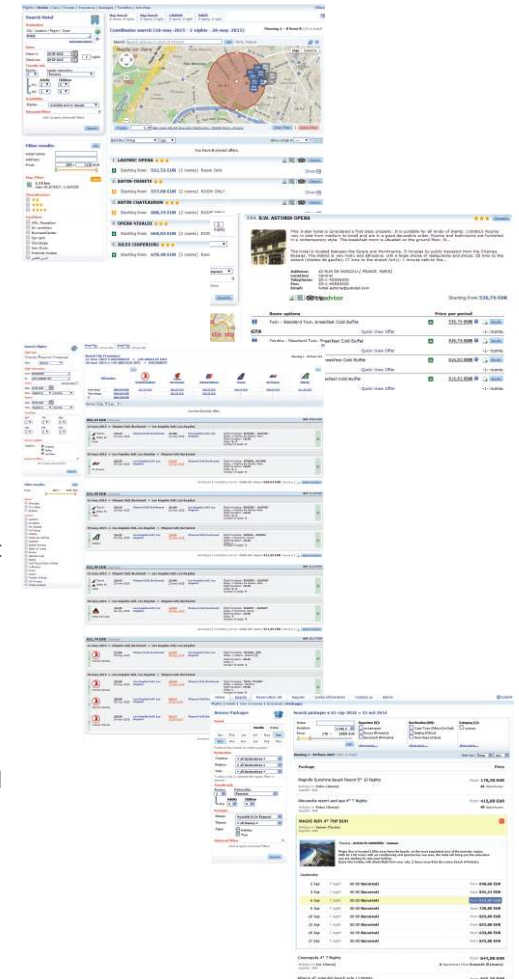
- **Mark-up and commission** - TBS automatically manages all pricing components, starting from the supplier price. It adds mark-up (travel agency fee) and commission (reseller fee).
- **Promotions** - You can define your own special mark-ups and promotions, on certain destinations and on certain markets or agents. With smart rules, you drive higher volumes towards the areas of interest
- **Multicurrency**
- **VAT rules**

## Extra Benefits

- TBS is developed using very **new technologies available** in web development and continuously improved by dcs plus team.
- It is optimized to work with many wholesalers and XML connectors at the same time, by using **parallel processes and multitasking (multithreading)**. Thus, TBS is ensuring high-speed operation.
- **Search results** are **unique** - The system matches the elements replicated into multiple wholesalers (countries, cities, hotels) by joining them into single elements. The content quality is fully controlled by you.
- Intuitive and **highly usable interface**, user friendly
- **Price comparison and sorting** (shows the lowest price first)
- **Automated management**
  - Automatically manages the reservations, keeps track of voids and refunds

- Auto-cancels the reservations that are about to enter cancellation fee limit, according to settings
- Automatically issues invoices for certain reservations

- **Digital maps** - TBS uses digital maps to place different points of interest.
- **Search by point of interest**
- **Content quality management** - You can adjust the quality of static data stored on the local database (descriptions, details, images, facilities etc.).
- **Fuzzy logic unassisted matching tool for hotels**
- **Multiple views of the results**
- **Search by multiple types of rooms at once**
- **Documents template manager** - TBS allows design of different layouts for documents (vouchers, proforma invoices, invoices, annexes etc.).
- **E-mail alerts and warnings** - Configuration of different warnings can be sent by email (e.g. communication errors).
- **Operation logs** - TBS saves comprehensive logs, which include each operation and message inside the application (from the communication with the wholesalers to booking operations).
- **Reporting tools** - Definitions of reporting templates and extraction of comprehensive reports, depending on the selected source.
- **Export to any mid back office**
- **Multi-language interface**







# Partners

“

'dcs plus has been the perfect IT partner for our sales effort. The company impressed us right from the start with their efficient, professional manner and demonstrated a clear understanding of Tourico Holidays' unique position in the global travel market and helped us execute on our goals. The service the company provides has been top quality. The dcs plus team is tremendously creative and innovative and we highly recommend them.' **Piotr Hlawiczka - Sales Manager (Eastern Europe) at Tourico Holidays**

'Travco has been partnered with dcs plus for number of years and we have a number of successful developments in operation. The dcs plus team is a pleasure to work with and offer a very high level of service to their suppliers and customers. Our mutual clients are very pleased with the TBS product and it is one of the most popular software suites interfaced with our API. We look forward to continuing to work closely with dcs plus in the future as one of our key software partners.' **Andy Brewster - XML Development Manager at Travco**

'dcs plus is a professional and efficient partner delivering workable solutions for clients.' **Guy Ladkin - Distribution Solutions Manager at GTA Travel**

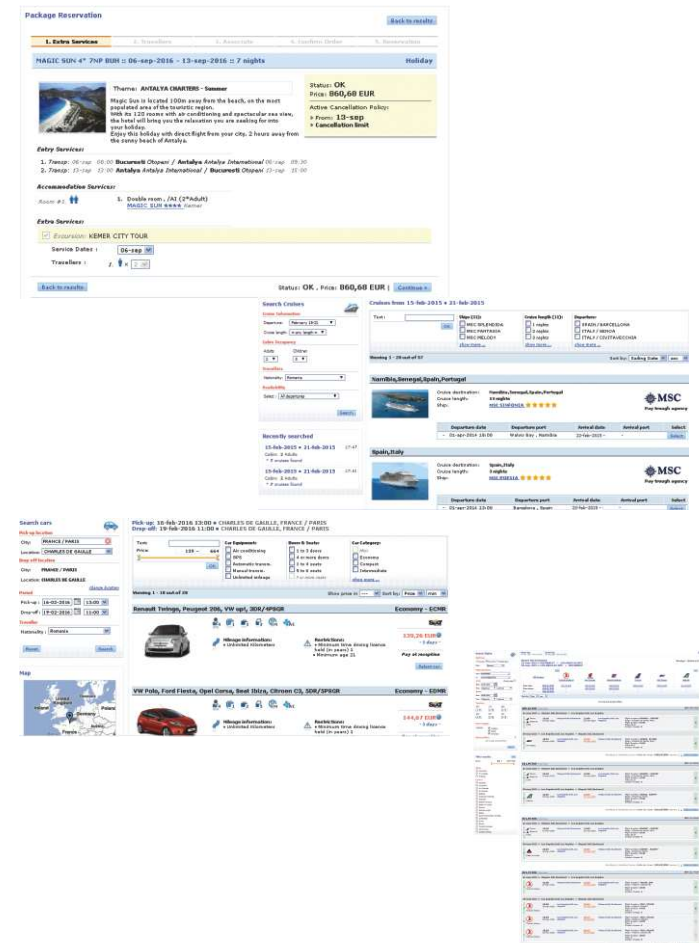
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www.dcsplus.net

TBS is built on a versatile platform, being able to adapt to any travel service and supplier. Currently, TBS works with the following suppliers:



TBS has been designed with a **flexible and modular structure**, with user access per module and an easy to use plug-in system. Functionalities and modules can be plugged or unplugged at your request. Now you can obtain a **tailor-made online travel solution that perfectly fits your travel agency needs and budget.**



# Advanced Inventory and Distribution Application - **AIDA**

**AIDA** is a solution for inventory and distribution, **ideal for tour operators.**

## AIDA is perfect for:

- Tour operators
- DMCs

## Services available through AIDA:

- **Accommodation** (hotels, villas, apartments etc.)
- **Transportation** (air, bus, car etc.)
- **Transfer services** (car, van, minibus etc.)
- **Other services** (meals, cruises, trips, tickets etc.)
- **Packages** (tours, vacations etc.)

## Why you need AIDA

- To manage your inventory in a detailed yet comprehensive way
- To create your own products by combining different services from your inventory
- To distribute your products (tailor-made services, packages) to an unlimited number of resellers and distributors
- To track all the reservations and allow your resellers to check status, generate vouchers and proforma invoices, amend reservations
- To create and generate inventory or selling reports

## Benefits

### Very flexible platform, allowing fast changes to components' structure

- Capacities
- Pricing
- Service links and restrictions
- Packages
- Last minute
- Early booking
- Special offers

### AIDA supports different distribution channels

- **Own selling platform**
- **Webservice** - you can choose the type of configurations you desire for front office selling interface or integration with 3<sup>rd</sup> party distribution channels

## Various travel services and (static) properties

- **Accommodation**
  - Allowed passenger types
  - Available room and facilities
  - Permitted occupancies
- **Transportation**
  - Departures and itinerary
  - Vehicles maximum capacities
- **Transfers**
  - Pick-up - drop-off transfer segments
  - Detailed pricing
- **Other** (secondary) - meal, car rental, cruise, theatre, tour etc.

## Full inventory at your service

- **Define capacities and availability in each day of the month**, for all months which overlap the service's lifespan
- Use general rules to define large intervals, **treat exceptions at day level**
- **Day level inventory breakdown for each room type** or transportation segment/sub-itinerary
- Intuitive and highly usable interface
- Browse among the calendar and **select** each **component at day level**
- **Manage check-ins and stay lengths**

”

*Increasing the attractiveness of their products has never been easier for the tour operators, since the powerful tools of managing special deals in AIDA were put in place. Regardless we are talking of 'pay and stay' promotions, 'rolling early bird' or the standard 'early booking' campaigns, the tour operator can setup these special offers very fast, while the products are on sale.*

**Octav Stan - Director Tour Operator Solutions at dcs plus**

“

*AIDA offers both you and your reseller commission based on multi-layered schemas - different values, for different activation intervals. This enables you to easily switch between promotional and high season schemas, which can make your services look more attractive for the reseller (e.g. offer early booking, last minute etc.).*

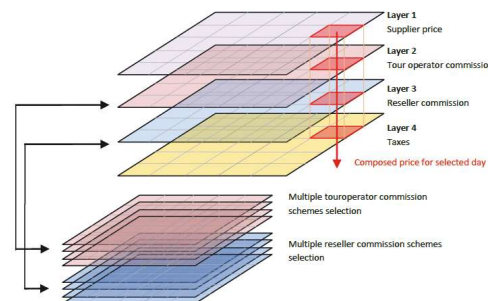
### Manage accommodation services in different ways

- **Bulk** (management per all rooms & all features - e.g. 20 rooms)
- **Detailed** (management per room type - e.g. 10 single, 10 double)
- **Extra detailed** (management per room feature - e.g. single - 5 sea view, 5 mountain view, double - 3 garden view, 7 sea view)

### Comprehensive module for price definition

All price components can be defined individually:

- Supplier price
- Tour operator commission
- Reseller commission
- Taxes



You can easily define different prices for the same product, based on the reseller market. Or why not even customize different reseller categories (groups) and set alternative prices?

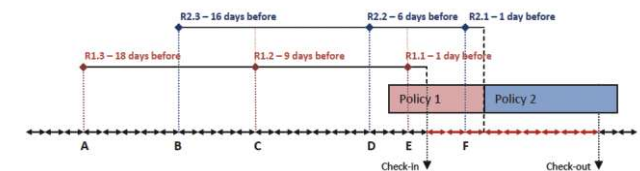
Moreover, the 'multiple rates' definition allows you to input special deal prices, such as 'pay and stay' or 'rolling early booking'. The modular structure of the rates management section allows the extension of the 'special deals' types, according to your own customized offers.

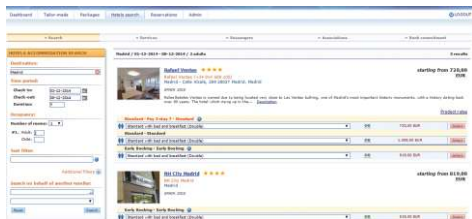
### Flexible cancellation policies

You can define cancellation policies for each service or package. And the penalty can be set as:

- **Percentage** of service value
- **Fixed amount**
- **Number of nights**

Also, multiple rules can be added to a single cancellation policy.



[illegible]

The screenshot displays the SAP Project System (PS) 'Edit Activity' screen. The top navigation bar includes tabs for Overview, Data, Analysis, Control, and Reports. The main header shows the project '00000001' and the activity '001'. The left pane lists activities, and the right pane provides details for the selected activity '001', including its description, start and end dates, and resource assignment.

## Static packages

- **Tours - built around a transportation service** - multiple destinations with multiple accommodation units
- **Holidays - built around the accommodation service** - single destination, the location of the accommodation service

*Multiple additional services can be added to the package, either mandatory or optional (e.g. meals, trips, concert tickets etc.).*

## Dynamic packages

Each travel service is added into the shopping basket. Your customer chooses accommodation, transport and other services and builds his custom package. All based on the links, rules and restrictions you set up.

## Extra benefits

- Flexible payment mode for resellers
- Documents template manager (DTM)
- E-mail alerts and warnings
- Advanced reporting tools
- Operations logs
- Webservice
- Mid/back office export
- Multi-language content and interface
- AIDA can be integrated with 3<sup>rd</sup> party reservation system
- Business to supplier interface etc.

***TBS can represent a distribution channel for AIDA - AIDA can play the role of the wholesaler in TBS.***

***TRIP can represent a B2C distribution channel for AIDA in terms of leisure products (Holiday and Tour Packages).***

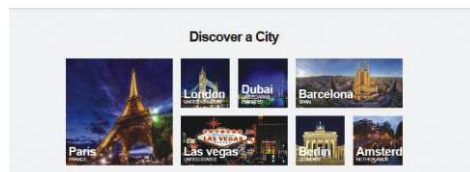
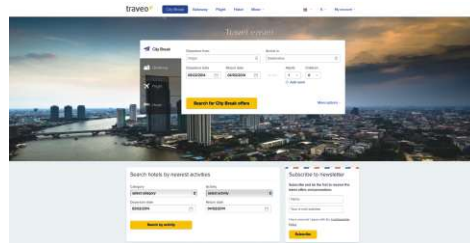
## NO TRANSACTION FEES paid to dcs plus.

# TRavel Internet Presentation - TRIP

**TRIP** is a multitasking online selling platform with native integration via webservice with the other technology platforms (TBS, AIDA, TINA) that are using the dcs plus engine.

## TRIP is perfect for:

- Travel agencies that want to be present online
- Travel agencies that already sell online, but want a booking tool that gives them competitive advantages



## Why you need TRIP

Online market is rapidly growing and getting your business out there is a must nowadays. The online medium is a dynamic one and more competitors appear every year.

Thus, when you want to make your presence felt and be at top of the list, you certainly need an innovative platform to help you get there.

## Services available through TRIP:

- Flights
- Hotels
- Flights & hotels dynamically combined
- Packages
- Transfers
- Activities
- Car rental

## Benefits

- **Multitasking** - TRIP relies on its multitasking engine and descriptive content suppliers in order to deliver a unique experience to your online customer. When you use TRIP, your travel agency can create a personalized platform interface to meet your target audience.
- **Advanced SEO tools** - The perfect mix of relevant content, complex cache mechanism and landing pages makes your website visible to search engines crawlers. This way you will keep it on top of the search results and attract more potential customers.

- **Marketplace concept** - Based on the marketplace concept, you can choose to integrate multiple widgets in your travel agency's platform. These widgets (Top destinations, Discover city, Top activities, Recent flights, etc.) are powerful marketing tools that act as incentives for your customers.

- **Descriptive content** - TRIP has access to a wide range of descriptive content sources acting as a retention and upselling mechanism. You can keep your customer busy while searching for the requested travel content. He can browse through information like short descriptions, population, recommended locations, time zone, weather at destination etc. Providing your customer all the information he needs will make him return to your agency's website next time and become your loyal customer.

*A website needs to be easy to navigate, otherwise it is a huge turnoff for visitors. Everything needs to be convenient and intuitive, starting from the homepage and ending up with the checkout. In order to achieve these characteristics, one must consider a consistency in engine capabilities, design implementation and marketing strategy.*

**Andrei Savin - Director B2C Online Solutions**



”

*A customized and attractive website shows not only that you understand and take into account your customers' wishes, but you also do anything technically possible to fulfill them.*

**Alexandra Luca - Marketing Specialist at dcs plus**

“



## Extra benefits

### Innovation

- **Weekend search** - Most of the city break searches are for weekend holidays. By using the multitasking capabilities of the platform, your visitor has access to great weekend offers directly on the landing page. He discovers new attractions and content related to target city while the platform brings latest hotel offers simultaneously for all weekends in a month.

- **Search by activity** - Customers in the online business don't necessarily search for a specific location; they are driven by emotions and search for places where they can live amazing experiences. We have developed the activity search criteria especially for them. You can now help your customers find the best locations for their holidays.

- **GetAway map** - This is an innovative feature that gives your customer escaping ideas. He will discover a map dynamically filled with lots of travel destinations that come together with prices for each location, based on recent travel services searched by other customers on your website.

- **Dynamic packaging** - create dynamic packages with flight & hotel, based on live searches in suppliers databases.

- **Online chat** - Keep your clients close, using our online chat plugin - unlimited number of sessions, unlimited number of users.

- **Reservation check** - your clients can easily check their reservation details, just by using the e-mail address and reservation number.

**User friendly environment** - The combination between new search criteria (search by activity, search by POI, weekend search etc.) and smart search capabilities creates a friendly user experience.

### Mobile compatible

TRIP has a unique structure developed using the latest programming techniques, which makes it responsive and organic compatible with mobile browsers. Organic compatible means cost efficient: only one instance to be maintained for all mobile platforms (iOS, Android, Windows, Symbian and Blackberry).

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*Today's online travel industry is based on emotional selling. A successful selling platform needs to be emotional, friendly and fast. We have designed TRIP to meet these attributes and many more.*

**Andrei Savin - Director B2C Online Solutions at dcs plus**

“

# Custom Applications based on TRIP engine

## Mobile applications



Internet users → Multi-screen users → New booking habits

- desktop computers
- tablets
- smartphones
- TVs etc.

### *Flexible... portable...*

**The user can easily:**

- search
  - book
  - pay...
- ...for the travel itinerary

**Users can also:**

- view existing bookings
- view e-tickets
- destination information etc.

### **Get Mobile!**

- intuitive application design
- rich and interactive interface
- fully branded and customizable
- fast search results
- minimal booking steps
- easy booking process
- integrated with payment solutions/ gateways

## Booking kiosks

**Do you want to make a difference in this competitive environment? Be the one who creates your customers' needs and then come with the right tools to meet them.**

**Bring your products and offers at your customers' fingertips**

- Meet customers' demand for self-service
- Let your customers experience innovation while planning their trip
- Increase revenues by displaying your services in any place you wish (e.g. Office buildings, Metro stations, Lounges etc.)
- Let the users enjoy sophisticated yet user friendly interfaces
- Customize! Make it fit your brand – banners, colors, themes etc.
- Let them use interactive maps
- Highlight travel service features
- Surprise customers with outstanding widgets and gadgets etc.

***The official website is no longer the only element in the online marketing strategy***

**Available on:**



**Attract  
Engage  
Surprise**





www.dcsplus.net

# dcs plus BPO - a plus value for the travel industry

The world is witness to the impressive expansion of the travel industry – its dimensions have become overwhelming and its diversity seems unlimited.

During the last 13 years, dcs plus has chosen to be not a witness, but an extremely active player - a visionary, creative, intelligent one. dcs plus has chosen to be not only a technology provider, but a strong and reliable partner, managing to build successful collaborations.

Now, through **dcs plus BPO** - a dcs plus company, we dare to explore the travel market beyond technology and to bring our experience and expertise in order to improve the business processes of travel agencies and tour-operators.

dcs plus BPO aims to create a synergy between the core components of a travel agency/ tour-operator (Technology - Content - Marketing), through smart and advanced tools, developed under three main business lines:

- **dcs MarketPlace**
- **Content Mapping**
- **Online Marketing**



## dcS MarketPlace

In order to keep up with the travel market's diversity and dynamic, it became mandatory for travel agencies and tour-operators to be in a permanent run for new business opportunities. Sometimes, this run turns out to be expensive and time consuming, with negative impact on the company's performance.

dcS plus BPO thought to create a global pool of business opportunities and make it accessible for every travel player - dcS MarketPlace. What does this mean? It means that you can stop running and start choosing the partnerships and collaborations that best fit your needs. And our team of professionals is here to support and assist you.

**dcS MarketPlace** is meant to be a global B2B community linking travel players around the world (travel agencies, tour-operators, consolidators etc.), allowing them to access, promote and distribute travel services through the dcS plus technology.

### Benefits:

- differentiation and growth through innovative technology bundled with content
- possibility to increase sales volumes and market share
- access to new market niches
- simplified operational processes
- global B2B visibility and increased brand awareness
- advanced promotion and distribution tool
- time and financial resources savings
- 13 years know-how and experience
- competitiveness
- diversification

## Content Mapping

The travel content available on the market is wide and increasing and every travel agency wants to enrich its services portfolio by contracting as many suppliers as possible.

But, integrating multiple suppliers in the booking platforms, generates a data reliability issue, as the same country or the same city can be written in different ways, a certain hotel can be found under several names and so on.

The Content Mapping service refers to joining the static travel content from more integrators into a single database with unique identification for locations, hotels and hotel details (geocodes, addresses etc.). Duplicates are eliminated using the matching algorithm available in the TBS application, assisted by manual input. Also, the service involves maintaining the mapped database by performing regular updates and improvements of descriptive content.

### Benefits:

- quality of content
- reliable and accurate search results
- optimization in terms of time and costs
- unique records
- reduced traffic and response time of the technological application
- permanently updated travel content
- database maintenance and improvement

# Online Marketing

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*BPO is your strategic partner; we are the long-term ally that you can rely on, to bring new business opportunities, to enrich your product portfolio and to position and sell your services and brand in the travel marketplace.*

**Ruxandra Bararu - Chief Operating Officer at dcs plus BPO**

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**Save time,  
increase your  
revenues and  
enjoy a leading  
position on the  
market.**

Having a strong online presence has long ago become more than an option for travel agencies. It has become a must, as we live in a digital era driven by the consumers – demanding, informed, social. Entering the online environment is the easiest thing to do, but differentiating proved not to be that simple.

dcS plus BPO aims to support the OTAs to stand out from the “www crowd”, through smart online marketing strategies applied in an innovative and coherent way. This means that we build and integrate Marketing on the Technology and Content components.

Our Online Marketing services are specially designed for the travel market and include the most important digital promotion tools, such as:

- **SEO/ SEM (Search Engine Marketing)** - content and html code optimizations, links, keywords etc.
- **Google AdWords** - PPC promotion campaigns (selecting relevant keywords, setting the budget, traffic estimations etc.)
- **SMO (Social Marketing Optimization)** - company profiles on social networks, communication strategy, community management etc.
- **Analytics (Web Analytics & Performance)** - users' behavior analysis and usability, website navigation flow, traffic, sales, conversion, web navigation experience,

visitors' loyalty etc.

- **E-mail Marketing** – database optimization, delivery and template optimization etc.

## Benefits:

- increase B2C brand awareness and visibility
- increased qualified traffic on the website
- increased conversion rate
- improved customer relationship
- results monitoring through professional tools

**dcS plus BPO** was created to allow dcS plus's customers and partners to:

- **explore** new business opportunities (new partnerships, new market segments, new market niches and so on)
- **add value** to their core business components, through integrated strategies
- **get the most out of** the travel industry's dynamic and diversity
- **get connected** to worldwide travel players through a strong and professional business travel community
- **build** successful collaborations, performance and effectiveness
- **evolve** through innovative and powerful tools

# Global presence

Here are listed some of the markets that currently benefit from dcs plus' travel software technology: Australia, Bulgaria, Canada, Colombia, Cyprus, Czech Republic, Egypt, Estonia, France, Georgia, Hungary, India, Iran, Israel, Italy, Kuwait, Latvia, Lebanon, Lithuania, Romania, Russia, Serbia and Montenegro, Singapore, Switzerland, Taiwan, Turkey, UAE, UK, Ukraine, USA, Venezuela etc.

TINA, TBS, AIDA and TRIP are designed with a **flexible and modular structure**, with user access per module and an easy to use plug-in system.

## Maintenance and support program

Being business critical software solutions, TINA, TBS, AIDA and TRIP are fully maintained by dcs plus team, to ensure that clients use the systems at full capacity at all times. We also offer helpdesk, call center support, trainings and courses to all of our clients.

## Permanent updates and general products improvements

All the products developed by dcs plus are continuously evolving; they are updated several times a year, with improved functionalities, additional features etc. These functionalities are in the benefit of the applications and represent advantages for all the customers.

All the products designed and developed by dcs plus are **web-based**, offering you major advantages such as:

- Accessibility and scalability
- Low cost implementation and maintenance

”

*Our work since 2012 with Cristian Dinca and his team at dcs plus aimed to obtain the best integrated system of software for travel services and to reduce our operational time with 30%. We were thrilled when dcs plus team's finished implementation program in just 4 months for all three software, AIDA inventory, TBS travel booking system and TINA ERP. That was beyond our expectations in terms of cost savings and the speed with which we accomplished our goal.*

*What we appreciated most about working with Cristian and his team was their ability to audit our internal procedures and deliver the expected results and then some.*

*Beginning of 2014 has also a great meaning for our tide collaboration, when Accent Travel & Events launched Traveo website, having integrated the newest DCS Plus program, a multitasking selling platform'.*

**Loredana Stanciu - Accent Travel & Events General Manage**

*dcs plus is not just an IT company, it's a family for me. I work with dcs plus for already 6 years, it's not just the advanced technology, it is about the people behind.*

*When looking for an IT company, you should count on dcs plus that you get the best product, the best service and real people to work with. We use TBS hotel/flight/transfer/activity engine, we are considering adding more services as well as TINA to be our future Mid office. With dcs plus, the sky is the limit. I recommend the industry to move on to dcs plus products.*

**Tzafrir Ben-Avinoam - Talma FIT and MICE Director**

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# Amadeus Select Partner

**amadeus**

Your technology partner

dcsh plus is a part of Amadeus Partner Network,  
as Select Partner

Amadeus  
Partner  
Network

Select

As strategic partners, Amadeus and dcs plus aim to enter new markets with combined offers and strategies, helping the travel industry players improve their overall business by providing solutions suitable for their needs.

dcsh plus and Amadeus have joined together in a partnership back in 2006. Initially, our common goal was to bring innovation inside the Romanian travel market, providing reliable technological tools. After successfully reaching our first purpose, we decided to extend the partnership to all our products and to the entire CESE region (Central, Eastern and Southern Europe). dcs plus' intelligent software applications, together with the experience and powerful brand of the leading GDS inside the region, led to deploying TINA in the following markets: Bulgaria, Estonia, Hungary, Latvia, Lithuania, Romania, Russia, Serbia, Turkey and Ukraine.

This partnership proved to be a winning strategy for both parties, as well as for the travel industry.

Amadeus Partner Network connects the most innovative travel software providers with more than 90.000 travel

agency points-of-sale that rely on Amadeus for their everyday business. dcs plus is a Select Partner member of Amadeus Partner Network in the following markets:

- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Greece
- Hungary
- Latvia
- Lithuania
- Malta
- Poland
- Romania
- Russia
- Serbia and Montenegro
- Slovakia
- Turkey
- Ukraine

*Select Partner members are recognized for the value they bring to the business of many Amadeus customers. Our registered solutions TBS, TINA, AIDA and TRIP enhance Amadeus' offer to travel agencies and provide superior functionality and/or preferred commercial conditions when used on Amadeus' distribution system.*

# Lufthansa City Center Partnership



The strategic partnership between Lufthansa City Center and dcs plus aims to provide the travel agencies which are members of the franchising network with the right software tools in order to accomplish their goals faster, cheaper, efficiently and in a collaborative environment. In order to achieve this, dcs plus has created together with Lufthansa City Center International a dedicated edition of dcs products, tailor made to the specific needs of a Lufthansa City Center travel agency. The tools included inside these editions aim at both leisure as well as business part of the activities normally conducted by a Lufthansa City Center.

- **TINA Core includes:**

- clients and supplier management, full workflow coverage, client and supplier invoices, payments made and received, automated BSP (and other suppliers) balances, reporting, Sales Force Automation, DTM.

- **LCC Edition of TINA includes, beside the core functions, the following extra features:**

- iBank Reporting, TAMARA reporting, Credit Limit, CAT integration.



**Please feel free to contact us in order  
to get more details about our products and services.**



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