ABOUT PARAVION

● Paravion is one of the largest OTAs inside CESE, part of the Happy Tour Group, servicing several countries (Romania, Bulgaria, Hungary, Turkey, Cyprus, UK etc.), across the region with dedicated websites and support.

● Paravion is also part of Happy Tour Group

● With 9 years of experience, a strong and efficient marketing department, with a very experienced management team, Paravion is rapidly expanding in all markets where they are present.

CHALLENGE

● Paravion was looking for a technology partner that could fulfil the specific needs of an OTA which acts inside several markets

● The technology partner that Paravion was looking for needed to have global experience and know-how as well as software solutions that could be easily deployed inside new markets

● The need to have a unitary workflow that could be easily adopted by new employees and easily controlled by the management Local and global reporting

● A software platform that could easily integrate new local providers of content

● A software platform that could easily respond to the quick changes of a highly dynamic and quick growing OTA

SOLUTION

● The first challenge we wanted to solve was related to the mid-back office operations. As business either grows or shifts direction quickly, we needed to make sure that the mid-back office solution is flexible, scalable and easy to deploy and adopt. The proposed software was TINA, the mid-back office solution already used by the Happy Tour Group.

● Deploying TINA for all the major markets where Paravion is carrying out its activities was an important factor in assuring the support for business continuity and growth. Additionally this enabled Paravion to obtain local and global reporting (combining multiple sources of information), quick adoption time for the new users and uniform workflow across several markets without forgetting the local aspects of each Paravion office.

● TBS was the chosen tool for aggregating content from multiple sources and opening the sales in B2B, B2C and B2B2C platforms

● Automation of processes (processing of requests, invoicing, billing settlements etc.) was the next logical step in the evolution of the software platform, removing the repetitive manual work from the travel consultants and letting them focus on more challenging tasks.

● By using the existing API / WS connectors of the software platform and adding new ones, we managed to achieve the scalability needed for such a challenging project.
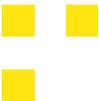
CUSTOMER TESTIMONIAL

" Happy Tour Group consists of four leading tourism companies: Happy Tour, Paravion.ro, Travel House and Prestige Tours. We have a powerful network of more than 60 owned branches and Associated Agencies, covering 43 major cities in our country and a highly efficient network of more than 1000 reselling travel agency partners all over Romania.

We work with dcs plus since 2007. We have chosen them as Happy Tour Group software service provider due to their sophisticated knowledge of the regional travel market and their experience in building internet software solutions.

From the beginning of our long lasting partnership we have successfully benefited of dcs plus integrating informational systems: TINA, TBS, which represents the platform behind our Happy Booking distribution system and AIDA tools par excellence.

We experience dcs plus as a reliable business partner and appreciate their high level of flexibility, their team's professionalism and their ability to understand Happy Tour Group's consolidated business concept. "

Remus Visan, Founder & Managing Director at Paravion

BENEFITS

● Full multi-market software platform covering for the global requirements of Paravion while also covering for the local needs of each market

● Automation of processes which eliminated manual work, human error and reduced the cost of day to day operations

● Local and global reporting are a click away, everything happens in real-time, which allows Paravion to take quick and informed decision about the business directions to follow

● The scalability and flexibility of the software platform provided for Paravion allows our team to deploy it in a new market in a very short period of time; this important feature of the project allows Paravion to concentrate on its core activities knowing that dcs will be able to supply the needed software anywhere in the world.

INSIDE VIEW

" The Paravion project was, is and will remain a highly challenging project due to the fact that we always need to be able to delivery quickly and react with promptitude to the quick changes of the online travel industry. Everything changes so fast and the environment is so competitive, it makes you always feel that if you haven't delivered yesterday there will be no tomorrow. "

Andrei Raileanu - Director Mid Back Office Solutions at dcs plus
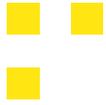
ABOUT DCS PLUS

● dcs plus is a leading travel technology company, committed to designing and developing enterprise technology solutions for the travel and tourism industry. The company designs and builds adaptable, affordable, and cutting-edge tools and services for travel and tourism professionals. dcs, founded in 2002, operates in 42 markets around the globe with partners worldwide, including Amadeus IT group and Lufthansa City Center.

INTERESTED TO FIND OUT MORE?

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