



Overview 2011



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TOURISM TECHNOLOGY COMPANY OVERVIEW

Company Overview

In 2011, Tourism Technology will celebrate 20 years in business and has successfully combined a wide variety of travel industry experience with a highly skilled technical team to produce the Calypso Travel System – the standard and leading solution for mid-large independent, state government and airline travel wholesalers and tour operators.

Calypso has proven to provide world leading travel customers with a reliable, progressive and cost-effective travel management solution.

The team at Tourism Technology is a unique combination of travel and IT Professionals, dedicated to ensuring Calypso retains its functional richness and technical excellence.

Tourism Technology currently employs about 50 people, of which half are programming staff dedicated to full-time development of the Calypso Travel System. Tourism Technology has a general policy of employing full-time IT professionals with varying backgrounds and levels of experience. The company has a continuous graduate recruitment program, employing appropriate applicants on a regular basis.

The client support centre employs about 18 staff, based in Sydney with a wide range of backgrounds in the travel industry and technology. The client support centre has experienced rapid growth in line with increased user numbers and the need to support multiple sites in remote locations. Our client services team is dedicated to providing front-line support through the telephone help-desk and after hour's pager support, as well as delivering implementation and training services.

Ownership and Corporate Structure

Tourism Technology (NSW) Pty Limited owns the unencumbered intellectual property rights in the Calypso system and related application software. Tourism Technology Pty Limited employs all personnel involved with the development, support and marketing of Calypso and licenses Calypso by agreement with Tourism Technology (NSW) Pty Limited.



CALYPSO OVERVIEW

Calypso is a powerful fully integrated solution for travel businesses. It is designed to simplify the end to end management of multi product bookings with integration to external sources and multiple channels of distribution, including powerful packaging and presentation tools for a multitude of different channels.

The unrivalled reliability and high performance of the Calypso system are just some of the key reasons why Calypso is used by a number of large global travel organisations.

The flexibility and scalability of the system allows a client to have a very specific setup designed around their particular businesses requirements and strategies.

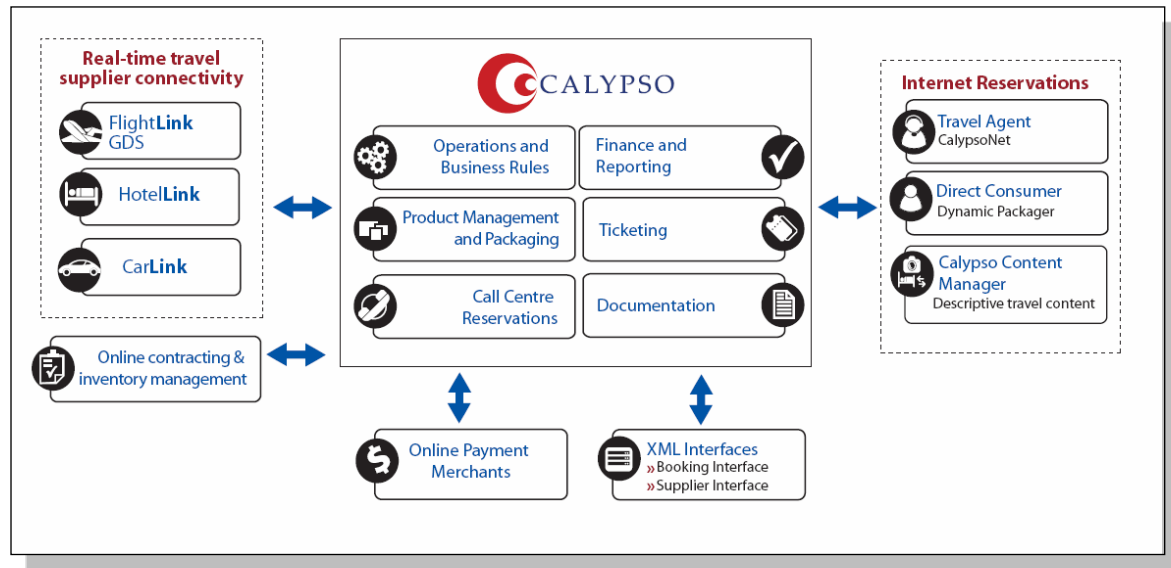
Calypso is primarily a multi-user, multi-channel travel booking system with a wide range of customer and technology driven features and functionalities, designed to simplify the end-to-end management of large numbers of multi-product bookings. Calypso offers a range of options for establishing and maintaining a comprehensive air and land travel database for both domestic and global business operations. The Link Series and Calypso Online products provide our customers with new platforms and opportunities to capitalise and deliver on mainstream and emerging travel supply and distribution opportunities.

Key Capabilities

- Highly qualified technical team with proven expertise in developing large-scale on-line transaction processing systems in an industry-standard technical environment
- Successful track record managing numerous large-scale software development projects on time and within budget
- Proven ability to develop seamless, cost-effective electronic interfaces to CRS networks including Sabre, Galileo and Amadeus and proprietary airline reservations systems
- Customer focused Support team with extensive travel industry experience, offering a full range of training and implementation services.
- Depth of experience in implementing Calypso in diverse sites around the world, ranging in size between 25 and 1000 (plus) users



Calypso Overview Diagram



The 4 integrated functions of Calypso are:

- Operations and Product Management
- Reservations and Documentation
- Financial Management
- Sales and Management Reporting

Operations and Product Management

Calypso offers a wide, flexible range of options for establishing and maintaining a comprehensive travel database. The philosophy that underpins the design of the system is one of minimizing the overheads of managing the system, whilst maximizing the flexibility the system provides at the front end. Therefore, you will find **data is loaded once** and then **used in multiple environments**. Specifically, Calypso provides:

- Direct support for **all types of travel product** including flights, accommodation, packages, tours, transfers, insurance, vans and car rental. Calypso also has a "Module" component that can be used for other travel products such as rail or cruise.
- Ability to create modular itineraries and develop holiday package templates for FIT and fixed package options.
- Sophisticated pricing techniques guarantee support for flexible **pricing policies in multiple currencies**, complex contracts, date banding and rapid re-pricing.
- Flexible options for loading and storing complex supplier contracts.
- Guaranteed **inventory integrity** for all component types and packages including support for allocations, sell and report, free-sale, on request and combinations of these.



- Specific support for **multiple companies and brands** including the ability to market a product in different regions under different brands and pricing structures, while consolidating inventory management and creditor control.
- System automated workflow processes and task based queues.

Reservations

Calypso is primarily a reservations system and offers a wide range of features designed to simplify the management of large numbers of complex bookings. The core reservations interface, which is used by internal reservation staff, provides maximum flexibility and reservation functionality. This reservation interface is easy to learn and extremely fast to use when mastered and has been designed to maximize the number of bookings that can be created or amended by in-house users.

Calypso reservations are not limited to the core Calypso reservation interface. Travel agents and direct customers can complete an end-to-end online booking via a Calypso Internet browser based booking interface. These online distribution products are discussed in more depth later.

Calypso Reservations and Documentation provides:

- Fast, intuitive user interface for telesales staff designed for maximum productivity with minimal training.
- Agent's database for **flexible agent commission** options or direct passenger discounts at booking or component level.
- Multiple **on-line CRS connections** (including Sabre®, Galileo®, Amadeus®, Abacus® and airline-specific CRS) for managing scheduled air PNRs without the need for CRS training.
- Real time access to **the low fare carriers** in the Australian Pacific market (**Jetstar, Jetstar International, Virgin Blue and Pacific Blue**) to allow the seamless integration of these bookings into wholesaler packages – see FlightLink option.
- Accurate on-line quoting and booking facilities including **extensive validation**, availability-based searching and simple procedures for changes and cancellations.
- Ability to apply manual price overrides for **price matching and discounting** according to a user's security level.
- Ability to process customer refunds, deposits, part payments etc.
- Integrated, automatic agent or passenger **invoicing via fax or e-mail**.
- On-line **electronic passenger payment processing** (including credit cards) and automated payment reminders. Service fees can be set as required by credit card type.
- Automated supplier messaging system guarantees **accurate supplier requests and manifests** via fax or e-mail.
- **IATA-approved ticketing system** (*Australia and New Zealand*) with integrated support for electronic BSP returns.
- Automated e-ticket production through multiple CRS's.
- Integrated airfare database.
- Transaction history information.



- **Integrated bulk documentation** produces full range of passenger documentation including travel vouchers, comprehensive itineraries and airline tickets.
- **On-line delivery of e-documents** using e-mail. Calypso supports quality electronic documentation for all documentation types, significantly reducing documentation production and distribution costs, while improving customer service.

Financial Management

Calypso provides fully integrated finance features to enable effective control over revenue, creditor payments and profit reporting. Financial information can also be easily handed off to other in house financial systems. Calypso provides:

- **Integrated booking ledger** supports multiple forms of payment including cash, cheque, credit card, several local industry payment systems (such as ENett and Money Direct) and airline MCO.
- Sophisticated **multi-currency creditors ledger** includes automated accruals, invoice matching and payment processing.
- Automated cheque production.
- Automated bank reconciliation process.
- **Integrated general ledger** with support for account hand-offs to external accounting systems.
- On-line electronic passenger payment.
- Hand off options to third party financial systems.

Sales and Management Reporting

Calypso uses a robust ODBC compliant relational database that enables comprehensive sales and management reporting such as:

- **Budget forecasting** reports against revenue or passenger numbers.
- Comprehensive **profitability reports** at booking, destination, or component levels.
- Passenger manifests.
- End-user reporting tools available to allow **tailored, ad-hoc reports** to suit specific requirements.
- Sales data and management information suitable for downloading to the Internet and corporate Intranets.
- Range of data-warehousing options.



Calypso online interactivity enables multi-channel supply and distribution of travel wholesale products.

Online Booking Interfaces

Calypso provides multi-channel reservation functionality for travel agents and direct passengers through logical and intuitive online reservation interfaces. Whilst the booking engine products differ in their application environment and end user functionality, both products seamlessly integrate with all Calypso back-end processes.

CalypsoNet / Agency Web

Users: **Travel Agents**

Access via: www.calypso.net.au

CalypsoNet enables Calypso customers to facilitate travel agent bookings online. CalypsoNet is a travel agent focused online sales and booking management application that is free for travel agents to use. CalypsoNet has become the "holiday" booking portal of choice within Australia and New Zealand travel agencies.

With CalypsoNet, wholesalers have the flexibility to sell pre-packaged products or allow travel agents to "build an itinerary" in a shopping basket style booking.

Travel wholesalers and tour operators using CalypsoNet have successfully combined channel specific promotional offers and rich online product presentation to rival other forms of media including brochure product presentation and sales.

There is rapid customer-centric development in this area as wholesalers and travel agents look to leverage the channel and utilise CalypsoNet as even more effective and powerful sales tool. The future progression of CalypsoNet will be driven by developments and adoption of the Calypso Content Manager.

Key Features

- Travel agents can use CalypsoNet for end-to-end or part booking management including online payment and checking booking confirmation notices;
- Travel agent product and booking reference search facility;
- Travel agents can request documentation;
- Wholesalers are able to integrate Link Series products;
- Travel agent password protected access with wholesaler defined user privilege controls.

"My CalypsoNet" is the latest user enhancement to CalypsoNet. My CalypsoNet allows a travel agent to create an online "My Profile" style account which features login personalisation. This free enhancement further improves the travel agent online booking experience and encourages repeat usage of the online booking channel. Calypso customers have the flexibility to re-brand and implement their instance of Agency Web on their own trade website.

Calypso Dynamic Packager (CDP)

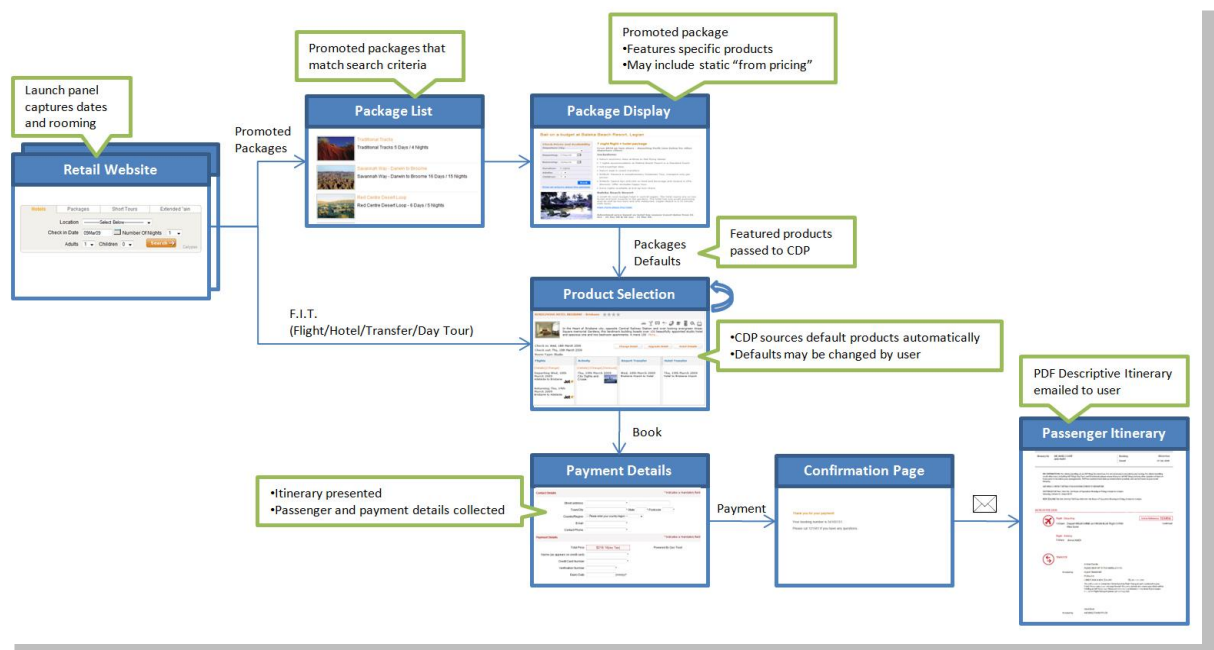
Users: **Direct Consumer**

Access via: Consumer websites (in house or third party)

CDP is a consumer facing online booking engine that seamlessly interacts with Calypso. CDP enables customers to complete an online booking and is implemented to compliment the online booking process and rich webpage content.

Features

- Rules based processing enforces the wholesaler's business rules, while shielding consumers from the complexity of package bookings.
- Business Rules are available to users with minimal Calypso knowledge (e.g. the Marketing team), allowing them to create attractive, bookable packages without technical knowledge.
- Marketing rules (e.g. up-sell and cross sell) are supported to maximise yield of packages without sacrificing package availability.
- Calypso descriptive content for Hotels and Packages is used to make selling process appealing to consumers.
- Consumer bookings made via the CDP may be serviced by reservations or agents using existing applications.





Calypso XML Booking Interface

Users: **Third Party systems and web sites**

Access via: Other reservation systems and websites (in house or third party)

The XML booking interface is a fully supported booking interface that supports the sale of all product types contained within or accessible by the Calypso database. The interface allows third parties to develop booking links from other systems or websites to the Calypso system. This allows wholesalers or tour operators to operate a true multi channel sales environment.

Calypso Services Gateway

Users: **Third Party Systems and web sites**

Access Via: Other reservations systems and websites (in house or third party)

Distribution is a critical factor in the success of many travel companies. New distribution opportunities and channels are constantly emerging. It is increasingly important to be able to open up new distribution channels quickly and easily. The Calypso Services Gateway is designed to allow TLH to connect to new and existing sales partners more easily with a full service offering.

The Calypso Services Gateway communicates with the Calypso Booking Interface to support new clients of TLH. The Services Gateway supports distribution of booking capability (via the Calypso Booking Interface) and rich content (via Calypso Content Manager).

The Gateway supports high level services that allow **hotel, car, transfer** and **module** products held within Calypso to be priced and booked online and provides the following features and benefits:

- **Version management of requests.** Service requests to the gateway would be versioned, allowing 3rd party users to be insulated from changes to the Calypso system.
- **Streamlined upgrade process.** The Calypso Booking Interface (CBI) and the Calypso Services Gateway are developed, maintained and tested as part of the mainstream Calypso development process to ensure end-to-end integrity of the offering to 3rd parties and a single point of support and accountability for TLH.
- **Single point of access.** The interface makes a single public static access URL available to integrators for all Calypso based web services, simplifying multifaceted integration projects and lowering technical support and communication costs.
- **Support for single shot commands.** The Calypso Services Gateway will support compact versions of many of the underlying Calypso commands. The advantages are shorter, simpler implementation projects for new integrators. There will be a much lower reliance on 3rd parties understanding how Calypso operates.

- **Rich Content.** Rich content is an integral part of the sales process. TT is able to support a process that would enable 3rd parties to retrieve structured rich content across the SOAP gateway as part of the sales process.

This would enable a 3rd party to retrieve price and availability and then use the same interface to request presentation content to better describe those products.

Online Supplier Interfaces

Calypso provides ground product suppliers' with a website and system orientated XML interface to manage their Calypso product. These supplier orientated products help improve workflow productivity, inventory optimisation and communication between travel partners.

Supplier Web

Users: **Ground Product Suppliers**

Access via: www.calypso.net.au/supplier

Supplier Web is an online interface that provides suppliers with limited access into a wholesaler's Calypso system. Supplier Web enables the supplier to confirm or unable bookings, maintain allotment, send general messages and load and maintain supplier product information.

Features

- Internet browser based password protected access;
- Supplier searches for booking/s by date or booking number;
- Supplier can confirm and unable bookings component-by-component;
- Supplier can send free format booking specific messages, such as alternatives to unable products;
- Updates are automatically processed in Calypso and CalypsoNet;
- Wholesaler controls supplier booking management privileges;
- Wholesaler can enable supplier to directly update Calypso hotel pricing information;
- Wholesaler can enable supplier to increase or decrease Calypso product allotment.

Supplier XML

Users: **Ground Product Suppliers**

Access via: Supplier XML interface

An XML interface enables automated supplier product upload and is ideal for the management of large quantities of product. Tourism Technology has experience in assisting third parties develop XML interfaces and data hand offs.



Calypso Content Manager (CCM)

The Calypso Content Manager (CCM) is a single online repository of sales related content that supports the entire online buying process from visitor researching a holiday right through to the online booking process. It represents an ongoing program of work which delivers rich content into the booking process for both travel agents and direct consumers.

CCM makes extensive use of XML which is the technical standard for content distribution within the travel industry. This is a solution that will support future distribution and content management initiatives like handing off to brochure production or online 3rd party white-branding partnerships.

Supplier Publisher

Supplier Publisher is an application that automatically extracts static land content, such as hotel descriptions from Calypso and publishes rich HTML web pages. Images and company or white-label branding can be added to the web pages.

Holiday Publisher

A user-friendly WYSIWYG Internet browser based application, that enables product and marketing teams to create on-demand and scheduled promotional offers. Typically, the promotional content will describe a multi-product package, such as a flight and hotel offer. Additional 'meta' data is stored with the promotional content such as sale and travel validity, pricing information and key hotel features like pool, kids club etc, which can then be later searched against by website visitors. Holiday Publisher content can also link directly to Supplier Publisher content to ensure product consistency and enhanced product speed to market.

Both Supplier and Package Publisher are core components of the **Calypso Content Manager**.

Calypso Link Series

The Link Series is a range of hosted web services available to Calypso customers and travel product suppliers. The Tourism Technology developed web services deliver next generation Calypso user productivity, new travel product packaging opportunity and heighten end-customer satisfaction by integrating real-time flight, hotel and car rental feeds into Calypso direct from travel supplier systems.

The Link Series functionality seamlessly integrates and interacts with standard Calypso reservation interfaces to ensure ease of use and consistent Calypso booking process management including financial management and documentation.



Link Series search and book functionality is available through all booking interfaces attached to Calypso, including Native Calypso (in-house reservations), CalypsoNet (travel agent reservations), Calypso Dynamic Packager (consumers), and the Calypso XML Booking Interface (3rd party systems and websites).

FlightLink

FlightLink sources real-time flight availability and pricing direct from airline reservations systems, including Low Cost Airline websites, and GDS's to seamlessly feed live flight data into Calypso.

FlightLink is a dynamic flight booking solution that enables Calypso customers to seamlessly add Low Cost Airline flights into an air + land holiday package.

FlightLink's XML interface also permits connectivity with GDS's airfare databases thus reducing airfare database load maintenance and providing greater access to global published airfares.

Features

- Search and book real-time flight availability and prices;
- Display all fares or best fare only;
- Book return flights;
- Up-to-date airfare conditions;
- Calypso booking updated instantly;
- FlightLink is built on a preferred XML platform but also supports screen scraping technology;
- User pays Tourism Technology hosted service.

Benefits

- Access and integration of Low Cost Airline airfares;
- No need to book in 3rd party system and backload data into Calypso;
- Integrates with standard Calypso finance and documentation processes
- No need to load and maintain inventory, price and airfare conditions in an airfare database.

HotelLink

Calypso HotelLink is a XML based web service that enables system to system live connectivity. HotelLink provides the travel wholesaler and hotel supplier with new competitive selling opportunities and genuine improvements in back-office booking and inventory management productivity.

HotelLink, like all Link Series services, integrates seamlessly with all Calypso process and workflows.



Features

- Search and book accommodation based on real-time availability and prices ;
- Cancel and amend bookings instantly
- Calypso booking updated instantly;
- No change to the reservation/agent booking interface;
- Available via in-house and travel agent reservation interfaces;
- User pays Tourism Technology hosted service.

Benefits

- Instant confirmation. No need to wait for hotels to respond to email/phone or fax "On Request" messages;
- Wholesaler does not need to manually update "On Request" booking records into Calypso;
- No need to maintain hotel allotment within Calypso;
- Confirm and sell last minute hotel bookings easier;
- Shorter sales cycle;
- Improved sales conversions.

CarLink

CarLink is a Calypso web service platform that provides a common XML interface to enable system to system live connectivity. CarLink currently sources and integrates live availability from the Hertz and Alamo/National computerised car rental system into Calypso.

Features

- Search and book real-time car rental availability;
- Calypso booking updated instantly.

Benefits

- No need to wait for booking confirmations;
- Confirm and sell car rental instantly.



PROFESSIONAL SERVICES

Website Design and Development

Tourism technology offer travel-focused website design and production services to the travel industry. We design travel specific websites with Search Engine Optimisation (SEO), company brand and online booking process in-mind. Consultancy, advanced technology and connectivity with all Calypso products are standard with all our website projects.

Travel Technology Consultancy

Tourism Technology is able to help you define your unique business and technical requirements and provide insight and solutions to meet those needs. We work with existing customers and new business on a range of travel technology initiatives.

Our Travel Technology Consultancy services provide rich input into all areas of travel technology including (but not limited to):

- Strategic planning and market intelligence;
- Project planning and implementation;
- E-commerce strategies;
- Business process re-engineering;
- Travel partner connectivity;
- Online distribution and marketing;
- Data reporting and analysis;
- System requirements analysis
- Product load.

Implementation and Training Services

Tourism Technology has a well-earned reputation of delivering projects on time with a clear and agreed project plan. A project manager is assigned and supported by a project team of experts to guide and advise every step of the way. Our dedicated in-house training and system specialists have the resources and expertise required to deliver effective implementation and progressive training programs.

These services include assistance in establishing an appropriately configured Calypso database and advice regarding the establishment of suitable procedures to manage the various internal Calypso functions and external system links.

Training and implementation services are normally carried out according to a jointly developed Statement of Work and a formally executed Professional Services Agreement.

Tourism Technology provides advice and consultancy as required on all areas of the business implementation including (but not limited to):



- Product database configuration and loading
- Inventory set-up and management
- Booking cutover strategy
- Passenger and agent documentation preparation and dispatch
- Supplier communications
- Reservations procedures
- Finance set-up and procedures



CALYPSO HOSTING OPTIONS

Calypso Hosting Solutions

Tourism Technology can support a number of hosting options depending upon the requirements of the client and has years of experience meeting the requirements of a global wholesale business. Tourism Technology suggests a single server, which is centrally managed which will require no global infrastructure and continues to be highly scalable.

WHY CALYPSO?

Calypso Value Proposition

The strength of the Calypso product extends beyond the features and functionality of the core system. A companywide commitment exists to ensure Calypso delivers real results for our customers. We achieve this by delivering:

- Customer focused research, development and testing initiatives.
- Regular software upgrades.
- Detailed and easy-to-follow documentation and training.
- Competent and thorough application and system support personnel.
- Complete installation and business process integration.
- Support for international travel technology standards.
- Advanced Internet connectivity options.
- Reputable technology software and hardware partners such as IBM and Sun Microsystems.
- Relevant and insightful technology planning and advice.
- End to end solutions.
- Over 18 years Calypso development experience

Technology Platform

Calypso operates in an industry-standard technical environment, under Sun's Solaris™ UNIX operating system. The system utilises the Informix™ relational database (IBM) for storing and managing data. The core systems use proven and scalable technologies that deliver great performance coupled with high availability.

- The system supports a number of supplier and distribution interfaces (mainly XML) for obtaining and selling travel product.
- All of Calypso's "external" applications are browser based. "Native" Calypso (for in-house users) uses a terminal emulator with a very small footprint, which is easy to deploy in distributed networks.
- Multi-tiered application security, configurable by the wholesaler.



Calypso Support and Maintenance Services

Calypso support and maintenance services include telephone help-desk support, software installation services, software maintenance, and upgrades to the most recent generally available versions of Calypso. Support is provided through offices in Sydney and London. Support and maintenance services also include software fault diagnosis and rectification. Fault reporting, management and escalation procedures are agreed in advance according to site requirements.

These services are normally performed under a formally executed Calypso Maintenance and Support Agreement.

Calypso Software Versions

Enhancements to Calypso are released in regular numbered versions. They may include a wide range of discrete enhancements funded by one or more clients, or by Tourism Technology. New versions are currently released, on average, every three to four months. Each version constitutes a complete replacement of the previous version, and subsequent enhancements are then made to that version. All Tourism Technology clients who hold a current Calypso maintenance contract will receive the latest, generally available, version release.

Each version release will be accompanied by release notes, which describe the changes to be introduced. These notes will supplement the Enhancement Overviews and make particular reference to the impacts on existing functions or data that may require updating or revision. Full system documentation is available from the Tourism Technology web site, which is accessible by our clients only. Tourism Technology maintains a team of approximately 20 full time developers. They are solely dedicated to the ongoing development and maintenance of Calypso and its associated "connectivity" services.

TOURISM TECHNOLOGY CUSTOMERS



A customer since 1994, Qantas Holidays - one of the world's largest airline travel wholesalers - rely on Calypso for its worldwide operations.



A customer since 2000, United Vacations is operated by Pinpoint Travel Group in Australia who employs Calypso across all their travel brands.



In 2001 the travel wholesale business of Indonesia's national airline Garuda Orient Holidays implemented Calypso.



AAT Kings along with Creative Holidays joined Calypso in 2001.



In 2001 Travel Corporation Australia and NZ moved a number of travel wholesale and tour operating business across to Calypso including FIT holiday brand Creative Holidays.



In 2003 NTTC moved to Calypso to support an emerging state travel and tourism wholesale business.



Gullivers Holidays NZ joined Calypso in 2000.



South pacific holiday specialist talpacific holidays joined Calypso in 2006.



Along with talpacific Holidays, Go Holidays from NZ joined Calypso in 2006.



Adventure World implemented Calypso in 1997 and has since rolled it out across all their global offices.



Previously known as Tek Travel and Escape Travel, Harvey's Choice Holidays - travel wholesale arm of Harvey World Travel - implemented Calypso in 1998.



Travel Spirit Group's Explore Holidays implemented Calypso in 2002.



Travel Spirit's Venture Holidays also joined Calypso in 2002.



Under the Pinpoint Travel Group banner, Fiji specialist Rosies Holidays began using Calypso in 2000.



Freestyle Holidays, also from Pinpoint Travel Group, began using Calypso in 2000.



Stella Travel Services became a Calypso user in September 2007.



Flight Centre along with Infinity Holidays implemented Calypso in May 2007.



Asia Escapes, a Perth based wholesaler specialising in Asia joined Calypso in January 2008.
