

SOFTAIR™

Reservation System and Revenue Management for Low-Cost Airlines

Softair is an end-to-end solution providing low-cost airlines with automated inventory management, reservation processing, yield management and product distribution. Softair modular design allows Softvoyage to rapidly customize the application based upon your specific business requirements.

Effective Inventory Building Capabilities

Softair Web-based environment makes it quick and easy for low-cost carriers to create, manage, and automate product inventory, including the management of special conditions and restrictions reflective of your marketing and business rules, including: currency, class of service, excluded flights, one-ways, round trips, stopovers, open-jaws, validity dates, ticketing deadlines, black-outs, costs, mark-ups, net fares, minimum and maximum stays, mandatory nights, surcharges, advance purchase, options, cancellation and change rules, etc.

Innovative Yield Management

Softvoyage provides an innovative method to manage airline pricing. Our "Yield Management" utility automatically assesses sales and revenues, analyzing loads and readjusting prices to maximize your revenues. Diverse yield models can be applied to specific markets and distribution channels, for profitability optimization and ultimate marketing flexibility.

Efficient Reservation Module

Reservation agents benefit from an easy-to-use web-based reservation interface that provides real-time access to fares and rules integrated with live booking capabilities. A user-friendly GUI presentation allows agents alike to instantly create complex itineraries including; open-jaw, stop-over, one-way and directional fares. The booking engine validates all complex rules associated with the seat including class of service, routing, land requirements, week-end surcharges and validity dates as well as feeder carriers and partner programs.

Electronic Distribution

Low-cost airlines have the ability to add to their website both B2B (password protected) and B2C booking engine. Softair can efficiently power your web-site reservation processing with completely automated back-end integration. Travel products can also be distributed through various third party distribution switches (GDS, etc.), including the Softvoyage distribution network, the leading Canadian Web leisure travel distribution network.

Benefits

INCREASE PRODUCTIVITY

- Improves efficiency of internal operations
- Reduces research and booking time and streamlines sales process
- Reduces agent incoming calls and call processing time
- Reduces agent training

ENHANCE SALES

- Opens new distribution channels with both B2B and B2C web distribution
- Increases number of closed sales
- Provides complete product offering



softvoyage

TRAVEL MANAGEMENT AND DISTRIBUTION SYSTEMS

Extensive Reporting Tools

With multiple pre-built reports, the extensive reporting tools of Softair provide instant access to all facets of daily operations including accounting profit / loss to individual passenger level. Productivity reports let you know who is accessing the system and who is booking, tracking both internal reservation agent activity and down-line travel agency resellers.

Comprehensive Accounting Module

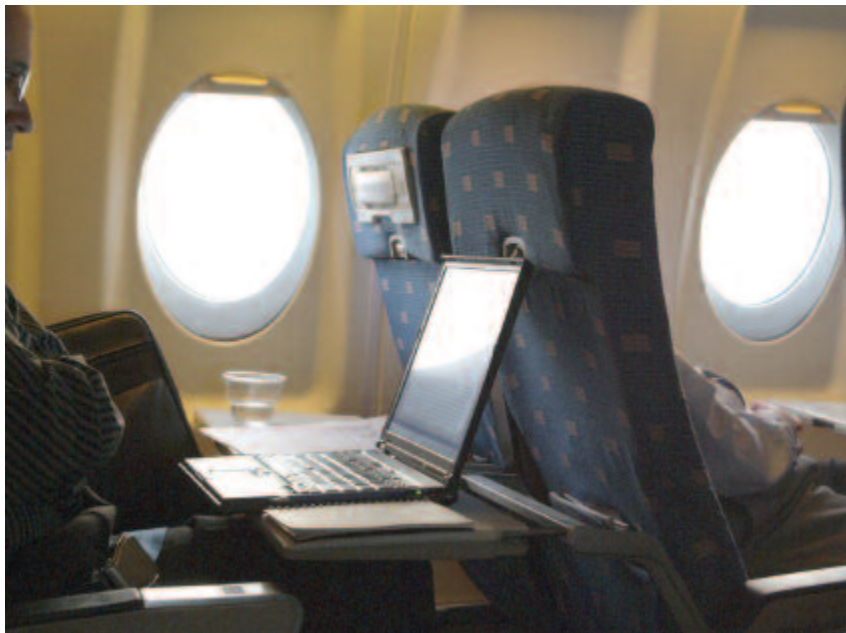
Softair comprehensive accounting module incorporates generally accepted accounting principles (GAAP) into easy to use and understand actions and reports that provide extensive audit trail. Automation of payables and receivables to the traveler level, plus banking interfaces for account reconciliation are just a few of the features provided in our extensive accounting module.

ASP Hosting

Softvoyage operates an enterprise-level hosting facility providing the flexibility to access Softair in a service bureau environment, eliminating the need for complex and costly management of a stand-alone hardware infrastructure.

Support

Because Softair is mission-critical to your business operation, Softvoyage offers a 24/7 service level program, supported by a highly-trained and industry-savvy technical staff.



Corporate Snapshot

- Since 1987, Softvoyage has powered over 100 tour operators with TTS
- Softvoyage is the largest operator of Web booking engines in Canada with over 500 transactional sites live
- With its staff of 40+ employees, Softvoyage features among the largest Canadian IT services providers for the travel industry
- Softvoyage has offices in Montreal and Toronto

Contact Information

Web site: www.softvoyage.com
E-Mail: info@softvoyage.com

Office locations:
Montreal, Canada 514-273-0008
Toronto, Canada 905-825-3392