

## Reservations as a Service

A new reservations model for cruise lines, ferries and resorts

*Jointly delivered with Versonix Corporation*

### The Solution

**Reservations as a Service**, a joint offering from IBM Corporation and Versonix Corporation, brings a unique value proposition to cruise lines, ferries and resorts.

#### Why is Reservations as a Service different?

Traditionally, you were responsible for selecting your reservation system vendor, making arrangements for configuration, training, hardware, operating system software, application software, and middleware procurement, installation and maintenance.

**Reservations as a Service** changes all that by providing you with a transaction fee-based offering that is exactly that—you decide how many reservations you expect to process on a yearly basis, and we do the rest! **Reservations as a Service** takes care of infrastructure setup, application management and maintenance, training and installation, and even comes with a finite number of consulting hours to help fine-tune your implementation.

### Characteristics

**Reservations as a Service** is a utility model, transaction fee-based offering with minimal startup costs and reduced time-to-market. It possesses the following characteristics:

#### Flexibility and Predictability

- Scale infrastructure up or down (subject to minimum “floor” levels) to better align with business volumes and demand.
- Tie reservations system information technology costs to business volumes through a transaction-based model.

#### Out-of-the-box Capabilities

- Leverage an industry-specific base set of business rules to rapidly implement your business policies.
- Leverage unique, patented revenue management algorithms that help you manage yield and revenues.
- Leverage a pre-defined set of interconnects to today’s distribution channels such as Sabre, Apollo and Amadeus.

### Reservations as a Service – Solution Components

#### IBM

- Program Management
- Consulting and Architecture Services
- Application Management Services
- Infrastructure Services
- Optional Financial/Leasing Services



#### Seaware from Versonix

- Business rules-driven reservations
- Rapid implementation of business policies
- Connection to distribution channels
- Ability to manage yield and revenue

# Reservations as a Service

## Proven Technical Capabilities

**Reservations as a Service** showcases IBM's industry-leading experience in providing high-performing, fault-tolerant travel reservations systems.

## Distribution Capabilities

**Reservations as a Service** leverages IBM's latest SOA technologies to connect your reservations system to your business partners via high speed message translation at the speed of your business.

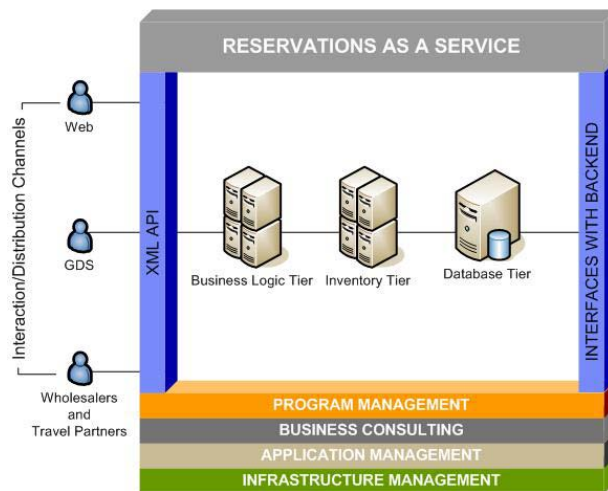
IBM's technical leadership on messaging technology and standards will help ensure that new messaging standards will become available for **Reservations as a Service** as they are developed.

## Tuned for Performance

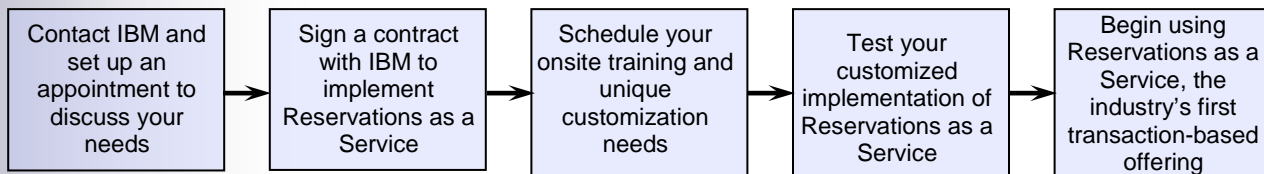
IBM's travel technology architects will fine-tune your reservations system to meet your business' performance profile ensuring you meet your customers' and business partners' ever-increasing expectations.

## Performance Monitoring

IBM has developed, and continues to enhance, performance monitoring tools specifically for **Reservations as a Service**, providing an instant snapshot of how your business is meeting its performance goals.



### Five Steps to Reservations as a Service



Implementation in months instead of years

#### Further Information

For additional information or to make an appointment to discuss how Reservations as a Service can work for you, contact [moyerj@us.ibm.com](mailto:moyerj@us.ibm.com) via e-mail or +1 (941) 809-9283

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