



BookIt! MATRIX™

e-Commerce integration platform

A flexible, scalable integration solution that provides access for e-Commerce applications to host travel systems and reduces operating costs.

BookIt! MATRIX™ provides the travel industry with a standards-based platform for communicating reservation, product and operational information.

Built for travel supply and distribution enterprises, BookIt! Matrix provides a common set of travel services across a wide range of systems, enabling connectivity between host sources and e-Business applications.

BookIt! Matrix isolates client applications from back-end host connectivity issues, enabling travel suppliers and distributors to focus on e-Business applications and interfaces. The extensibility of BookIt! Matrix also ensures that connectivity services will meet evolving requirements.

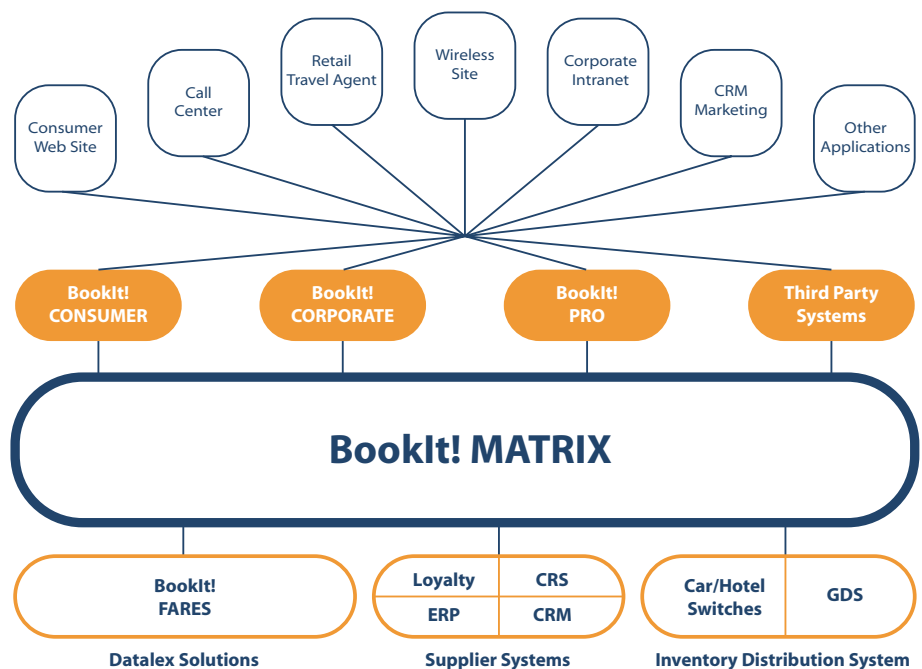
BookIt! Matrix supports connectivity to a wide range of Global Distribution Systems (GDSs), Central Reservations Systems (CRSs), hotel and property management systems, car and hotel industry switches, private inventory hosts, loyalty management, alliance, supply partner and other systems.

Key features and benefits:

- ★ Flexibility – a common interface across all systems provides the flexibility to switch between host systems and to add new connections without rewriting the e-Business application or user interface.
- ★ Extensibility – new host connections and services can be added with ease.
- ★ Capacity management – provides fail over, load balancing and redundancy.
- ★ Host connection pooling – shares and balances host connections across multiple gateways.
- ★ Distributable architecture – travel services are accessible from applications running on the same server, or remotely from other servers.

Features include:

- ★ XML travel services – provides an XML interface into BookIt! Matrix.
- ★ Extended combination services – allows multiple intermediary and supplier host connections, which support the same kind of inventory, to be combined and booked via a single, sorted display.
- ★ Availability cache – saves availability responses into a cache for subsequent access. Significantly reduces the number of hits to host systems and associated transaction costs by eliminating the need to check each request.
- ★ Rules Services and GUI – tool to generate parsing rules for 'green screen' data. XML output.



Additional features:

- ★ Enhanced integration with BookIt! Fares – provides additional functionality and reduces hardware requirements for a combined BookIt! Consumer and BookIt! Fares configuration. New features include availability-led best fare shopping and the display of both available and non-available fares.
- ★ Sabre IP support – uses JCSAPI, Sabre’s Java-based host connectivity API.
- ★ Sabre Data Source – uses SDS structured data for speed and efficiency and extended functionality.
- ★ BookIt! Alert – diagnostic tool that allows a technician to remotely query BookIt! Matrix to start/stop services, view log files and determine the status of individual services and connections.
- ★ FLIFO Notification Service – provides facility to send flight and gate information to mobile and e-Mail devices at a specified time prior to a flight.
- ★ Terminal Services – provides a persistent terminal interface, used by BookIt! Pro, printers and other terminal applications to obtain host addresses and connect to the system.

BookIt! Suite

Datalex family of products enables airlines, travel portals, travel suppliers and distributors to market a broad spectrum of travel products to consumers, corporations and travel agencies. BookIt! Suite seamlessly integrates air, car, hotel, tour, cruise and vacation package data from multiple sources and presents it in a user-friendly format on a variety of Web-access platforms for enquiry and booking operations.

BookIt! MATRIX™ is the e-Business platform for Datalex and third-party e-Commerce system components, integrating internal and external booking and database facilities and multiple inventory sources, including GDSs, airline, car and hotel CRSs, and rail and ferry systems. Datalex component products include:

BookIt! CONSUMER™ enables airlines, Internet portals and major travel suppliers and distributors to sell products to the consumer via the Internet.

BookIt! FARES™ a powerful fares system that provides a comprehensive choice of valid negotiated fare and availability options for all types of air itineraries, including complex multi-sector itineraries.

BookIt! CORPORATE™ is an intelligent online travel management system that enables suppliers and distributors to reduce distribution costs while providing targeted products and services to the business travel market.

BookIt! PRO™ provides travel agencies and travel suppliers’ reservations offices enhanced access to central reservations systems or Global Distribution Systems, using an Internet connection and a Web browser.

Cognizer Performance Manager™ is a data analysis solution that performs automated monitoring and analysis of corporate travel purchasing, leveraging both real-time and historical purchasing data to identify gaps in supplier contract coverage and to reveal emerging purchasing trends as they happen.



Since its inception in 1985, Datalex has earned recognition as one of the most successful information technology solution providers to the global travel industry.

A comprehensive product portfolio, strategic partnerships with innovative technology companies the world over, and a unique blend of industry knowledge and IT experience lead Datalex to meet and exceed the business technology requirements of its clients on a global basis.

Today, Datalex is the global supplier of choice and strategic business partner of the major Global Distribution Systems and many of the world’s leading travel-supply companies.

Solutions using Datalex technologies are deployed with airlines, transportation providers, hospitality groups, retail and online distributors.

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