

Case Study: SmartTrip™ www.enablesolutions.com

Intetics Co./ Web Space Station® enhances SmartTrip™

Client

Enable Solutions, Inc. is a company based in Los Altos, California, U.S.A., whose customers range from Fortune 1000 multinationals to companies with revenues of \$15 million or less. Enable Solutions develops and markets software applications that allow customers to perform corporate travel functions better, cheaper, and faster.

Challenge

Travel industry distribution and pricing have become so fragmented that cost-effective procurement is almost impossible. Exactly the same airline seat or hotel room night is available through hundreds of different distribution channels at widely varying prices. The SmartTrip™ system developed by Enable Solutions is a locally-installed application that allows corporate travel agents and travelers to book the best value by indicating search parameters and getting cumulative results from multiple travel supply Web sources. Enable Solutions needed to update the SmartTrip™ technology, improve its performance, and make it more effective. The problems identified in the SmartTrip™ technology were as follows:

- The system lacked integration with Travelocity, one of the most popular travel search engines.
- Booking a flight was a complicated operation: the user had to select a flight, and then go to the Web site of the proper airline and repeat the search using the same parameters.
- The same flights found by different search engines were not combined together.
- Searching flights by a city name was impossible, and the user had to type the exact airport code.

Solution

The improvements and additions that we made to SmartTrip™ further enhanced the quality and performance of the system. The booking feature allows the user to reach an external page with selected flights directly from the SmartTrip™ search results page by clicking the Choose button. Searching flights was simplified by introducing a new feature that allows for airport selection: the user types the name of a city, and SmartTrip™ displays all airports in the area. Flights found by different search engines are arranged in groups to let the user compare prices on the same flight. Finally, we integrated Travelocity with SmartTrip™ in addition to the search engines that were initially used by the system.

Technologies Utilized

- Windows
- MS SQL
- ASP .NET
- C#



▣ **Results**

SmartTrip™ improved and enhanced by Intetics/ Web Space Station® offers the customers of Enable Solutions a remarkable supply chain advantage that drops straight to the bottom line. Its distinguishing features are rapid installation, low ongoing maintenance, and low total cost of ownership. "SmartTrip™ is a remarkable product. At NeoPhotonics it has enabled us to save as much as 30% on airfares... easily, quickly," said Tim Jenks, President and CEO of NeoPhotonics, San Jose, California. "Even more valuable to me personally is the ability to use SmartTrip in itinerary planning and in "just-in-time" routing. I strongly recommend SmartTrip software for any organization that needs to travel AND is serious about managing down its travel costs."

Further information and other case studies can be found on our www.intetics.com

More information about Enable Solutions, Inc.
can be found at <http://www.enablesolutions.com>.

You can learn more about Enable Solutions's Products at
<http://www.enablesolutions.com/products.html>