



HitchHiker ITB PreView 2010

newsletter no. 01/10

Dear Readers,

We are happy to present you with our first newsletter for 2010.

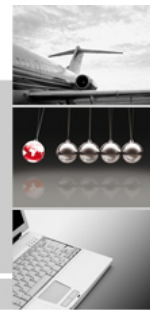
In the current economic situation it is more important than ever to choose the most efficient distribution channel according to the current situation. The ability to react to market changes quickly and flexibly gives you the deciding competitive advantage. We give you this exact opportunity with HitchHiker's "**Multi-Channel Rule Engine**", which will be presented in this edition.

In order for us to show you our innovative products live and running we strongly urge you to schedule a personal meeting at the ITB, HitchHiker stand 130 in hall 6.1.

For now, happy reading!

Kind regards,

Sascha Nau
Director Marketing
HitchHiker GmbH



Product Enhancements:

Multi-Channel Rule Engine

As market conditions are changing rapidly it is most important for modern companies to stay flexible and adaptive. Therefore it is essential to be able to react quickly to shifts on the market or to special supplier offers. Low-cost carriers are market leaders on some routes while certain GDS' provide better quality or prices on some routes than another GDS. Being able to choose the best possible solution for any given situation gives you the deciding competitive advantage.

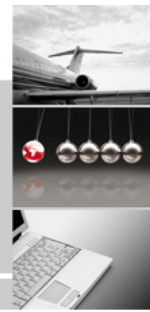
With HitchHiker's **Multi-Channel Rule Engine** you can always activate the distribution channel which is the most efficient for you. The possibility to dynamically switch certain channels on or off provides you with great bargaining power and added leverage towards the airlines and GDS'. With the Multi-Channel Rule Engine you define your personal rules which indicate for which query type which distribution channel is accessed. This means that you are able to define that for certain routes, for example, only Internet-based tariffs are queried, which saves transaction costs.

Additionally, you are able to control which airlines or alliances are requested on which distribution channel. With the help of individually defined criteria such as origin/destination, booking or cabin class you are able to narrow down the query range even further and control all channels down to the most detailed level.

Also as far as the booking process is concerned, the new system can be applied to control all different channels in the most flexible manner. Booking rules can be configured differently from query rules so that the fare search can be done on one channel and the booking is submitted on another channel. Also important are the definable fallback scenarios. In case a booking on a specifically defined distribution channel fails, it is processed on an alternative predefined channel.

You can also use the Multi-Channel Rule Engine to improve the results of the Low-Fare-Searches of the GDS. To do so the rule engine makes use of the fact that the GDS Low-Fare-Search Engines only provide good results on a lot of routings when they receive detailed parameters concerning the airlines to be queried. With the help of the HitchHiker Multi-Channel Rule Engine you receive better quality and higher numbers of available tariffs, routings and prices for your search.



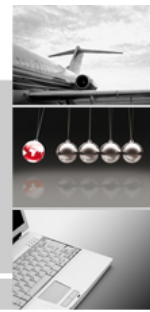


The HitchHiker Multi-Channel Rule Engine is seamlessly integrated into all TeMyra.net products which make use of HitchHiker's Flight API 2.4. These include TeMyra.XML, TeMyra.Agent and the new TeMyra.Consmer which will be launched soon. The product makes it easy for the end consumer or travel agent, since the rules are filed centrally and he does not have to worry about which channels are the most efficient for his query and booking. Consequently, it is the first time that the consolidator, tour operator or travel agency chain intervenes in the core of the internal processing logic of a booking engine.

In short: What are the benefits of the Multi-Channel Rule Engine?

- Individual GDS strategy
- Better quality of results for your fare searches
- Quality improvement of GDS Low-Fare-Searches
- Reduction of transaction costs through individual selection of distribution channels
- Complete selection of all channels:
 - AMADEUS MasterPricer
 - SABRE Bargain Finder Max
 - GALILEO Super Best Buy
 - WORLDSPAN Powershopper
 - HITCHHIKER Standard Search
 - HITCHHIKER XtremePricer Search
 - HITCHHIKER WebFare Search
 - TRAFFICS Charter Search





The comfortable **TeMyra.net** web-based frontend of the **Multi-Channel Rule Engine**:



Actions

- User Manager
- User Admin
- Websettings
- Payment
- Calculation
- Scan Monitor
- Benotec
- News
- Bookingmanager
- Start Page
- MultiChannel**
 - GDS Profile
 - Query**
 - Include
 - Exclude
 - Booking
 - Include

MULTIChannel > Query > Include

Please select

Agency number: search

Agencygroup: _DEFAULT Agency: _DEFAULT load

Rules

Rule	Action
1	✓ Rule 1
2	✗ Rule 2
3	✓ Rule 3
4	✗ Rule 4
5	✗ Rule 5
6	✓ Rule 6
7	✗ Rule 7
8	✗ Rule 8
9	✓ Rule 9
10	✗ Rule 10
11	✗ Rule 11
12	✓ Rule 12
13	✗ Rule 13
14	✗ Rule 14

Rule 3

Matching criteria

☐ Rule applies only for domestic fares

Origins JDE

Destinations JUS

Airlines/Alliances

Fare type

☒ Return ☐ One way

Passenger types

☒ Normal ☐ Student ☐ Youth ☐ Senior ☐ Partner ☐ Ethnic ☐ Seaman ☐ Agent ☐ Military ☐ Group ☐ Youth & Student

Cabin class

☒ Economy ☐ Premium economy ☐ Business ☐ First

Sub Channels

☒ NetFares Conso ☒ NetFares Tourup ☒ hFares ☐ IATA Fares ☐ Negofares ☐ Corporate fares ☐ Percentage Fares ☐ WebFares ☐ Charter fares

Fare databases

☐ AER Düsseldorf ☐ ANA Japan Broker ☐ DER ☒ FTI ☐ FTI Col ☐ Jetabre ☒ STA De ☒ STA Sc ☐ Stella UK ☐ TUI Activity Group

Edit Action

Type: HITCHHIKER.XTREMESPICER

GDS profile: AMADEUSFRAL121BX

☐ Fall back to the following GDS profile if booking on Booking GDS fails: GALILEO57F

Tolerance

Currency: EUR Tolerance: 5,00

☐ absolute value ☒ percentage ☐ per person ☒ per booking

For further information please see www.hitchhiker.com or contact sales@hitchhiker.com