



The travel industry is very dynamic and constantly evolving. There is no “one-size fits all” solution. Service providers are constantly innovating to ensure better service to the consumer while keeping costs low and increase profitability. The **STERNA** suite of products offers online travel companies a customizable and flexible platform which helps them connect online with their consumers and 3rd party providers.

It is a robust many-to-many platform that helps companies to provide a dynamic packaged solution to the consumer. With the STERNA suite of products you will be able to:

- Integrate with GDS for hotels
- Integrate with GDS for airline information
- Integrate with consolidators (hotels / cars / tours / cruises)
- Ability to manage your own contracted inventory of property and tours
- Ability to manage booking through the mid office application
- Back office application to update information
- Standard & customizable reporting
- Customizable loyalty programs

### The **STERNA** Advantage

There are many low cost off-the-shelf travel solutions which do not provide you exactly what you want, there are also other 100% customizable solutions which require huge up-front investments with no guarantee on ROI or delayed ROI. However the need of the hour for the travel service providers is a solution that is flexible, customizable to their changing needs, low cost of investment, quicker returns, scalable to your demands.....The STERNA Suite offers you such a solution.

- A frame work that is customizable as your needs keep growing and changing
- Modular solution which means you can add modules as and when your business grows
- One-to-many integration which enables you to rapidly expand your business and provide better options to the consumer
- Better manage your bookings through the mid office application
- Maintain your own back office system
- Accurate and customizable booking which helps you monitor and grow your business based on market trends.

### **STERNA - Hotels**

Hotel reservations are complicated when you want to cater to a Global clientele. You need to enhance the customer experience, provide ease of booking, ease of maintenance and management.

Zenith Software’s decade long experience with the Travel industry and specific to the online Hotel reservation systems has given way to the development of a robust, flexible and customizable application that can scale to manage over 100,000 properties at the same time.

**STERNA** online reservation software can be easily and fully integrated into any website. It enables your website visitors to browse for hotels, check availability and rates in real-time and finalize their booking through a secure credit card transaction in just a few clicks.

**STERNA** helps you grow your business by efficiently manage and sell inventory from

- Direct contracted hotels
- Hotel chains



- Integrate into hotel GDS and/or Hotel consolidators
- Manage affiliates
- Can be used as a B2B / B2C solution
- Manage corporate bookings

Further more STERNA can help you to integrate and provide airline information, packaged tours, car rental services and cruise packages.

The **STERNA Hotel Suite** consists of

- Centralized Online Reservation System (CORS)
- Mid Office Application
- Back End Process Management

Various features have been power packed to ensure an end to end solution is plugged in to STERNA.

#### **Some of the salient features of STERNA Hotel Suite are**

- Multiple currency exchange rates could be configured
- Robust search facility that can be customized as required
- Customizable to B2B / B2C and Corporate site
- Ability to Search, compare and Book
- Check for real time availability
- Integration with Payment Gateway
- View / Amend / Cancel bookings
- Customizable rewards program based on business requirement
- Members can monitor, redeem and gift rewards
- Multi-tier membership can be configured.
- Can be integrated with multiple consolidators / GDS
- Real time validation based on requirement
- Information can be obtained from consolidator / operator / local database or a combination of all
- Content management capability
- Configure business rules like cancellation policy, amendment policy, child age policy, booking conditions etc
- Configure special offers
- Apply markups based on business rules
- Configure hot deals, special offers, popular searches, recommendations based on viewer poll
- Manage allotments, free sells and combined air-ground-cruise-rental information
- Manage and track the booking progress
- Manage confirmations, amendments and cancellations between consumer and provider
- Maintains complete booking history with provision for comments through the booking cycle
- Can be integrated with any accounting software
- Create and manage multiple affiliates / white labeling
- Standard and customizable reporting

#### **STERNA - Tours**

STERNA Tours offers online reservation and booking engine solutions for every tour operation type whether be it sightseeing, adventures, religious, leisure getaways etc. STERNA can manage every activity. STERNA will help you manage both simple tours and / or complex multi destination packages. STERNA is designed to integrate into either your existing or a new web site and allows your visitors to enjoy the convenience of a one-stop availability check / request for booking / make an online booking.

The **STERNA Tours** application has essentially three modules:

- Back office application: for configuration of tours and its allied information
- Customer facing application: that facilitates searching and booking of a tour



- Middle office application (Web enabled): for searching of tours that require follow-ups for payments, confirmation from customer after an on request tour is booked, cancellations and refunds

The back office application has role base entitlements for usage of various functionalities.

#### **The application provides the following functionalities:**

- Configure tours using a back office application.
- Configure all allied information such as supplier, currency, city, country, etc. using the back office application.
- Configure day wise tour itinerary and associated multiple activities.
- Configure rates according to seasons and also based on PAX count slabs.
- Verification process to check tour information and move the tour on-line.
- Search for booking on-line using the customer facing web applications.
- Customer can book a customizable tour
- Customer can book a tour using the web enabled booking engine
- Customer can pay for the booking on-line by credit card.
- Customer can cancel booking on-line.

### **About Zenith Software**

Promoted by Zenith Group, Zenith Software was established in 1996 and has been providing IT and BPO services. Apart from travel we also provide services to the Insurance, Banking & Finance industries. We have been associated with the Travel industry for over 5 years. We have developed end-to-end solutions to several of our clients around the Globe. As an ISO 9001:2008 and ISO 27001:2005 certified company, we ensure that our services are of the highest quality and meet stringent service level requirements of the travel industry. We are part of the multi-million dollar Zenith Group with offices in UK (covering the European Region), Atlanta (covering the USA), Australia (Sydney & Melbourne) and New Zealand.

Our state-of-the-art offshore center is located at Bangalore, India. We enable our clients to leverage our cost effective resources in a price-competitive travel industry. Our own facility houses 600 plus staff and can accommodate over 1000 employees. Our operations are supported by reliable high-speed communication links and to ensure business continuity, we have established disaster recovery practices at various levels.

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To know more about STERNA and our service offerings, contact us at:

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