

*Start now and offer exciting new services
to your high-value customers*



IBM Solutions for Mobile e-business

Quick Start Engagement for Travel

Highlights

**Extend the convenience of
anywhere, anytime access to
travel information, reservations
and personalized services for
the traveler**

Build customer loyalty

**Make your premium customers
feel special**

**Answer the growing demand to
access information, and carry
out business transactions, while
on the move**

**Get to market quickly using IBM's
proven products and expertise**

Start now with a pilot, grow fast

Fulfilling the e-business promise

Many travelers already use the Internet to search for travel products and to make bookings. With the high penetration of mobile phones, the growing base of personal digital assistants (PDAs), and the introduction of Wireless Application Protocol (WAP) based services, many travel companies are considering extending their reach by offering services over WAP-enabled phones or PDAs. IDC Corporation projects that by 2002 over half of all internet transactions will be initiated from such non-PC computing devices.

The Quick Start Engagement for Travel which leverages the IBM WebSphere™ Everyplace Suite, allows you to extend access to your travel system anywhere by allowing access via pervasive computing devices. Pervasive computing is all about enabling people to get relevant, personalized information wherever and whenever they want, and to act on this information immediately. IBM can enable you to start now with a Quick Start Engagement project and grow quickly to a production system.

Travellers will now be able to check schedules and seat assignments, hotel room and car rental availability, make reservations and purchase tickets, obtain weather, local event and driving direction information before and during their trip. The Quick Start Engagement for Travel can also be extended to include additional services depending on customer needs. These services could include notification of the gate number for

departure, check-in via mobile phone, flight schedule changes and value-add services such as hotel or car rental at destination.

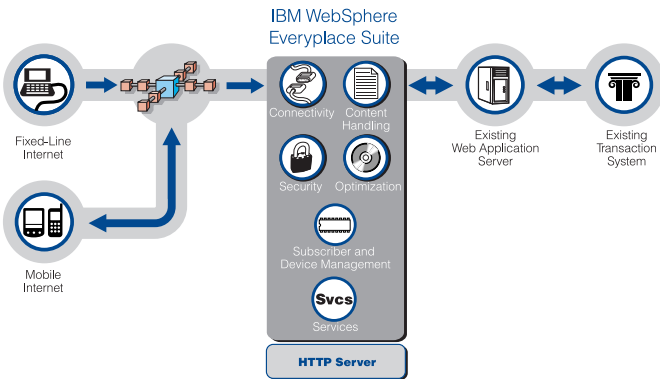
This Quick Start Engagement for Travel can work with a travel company's existing IT infrastructure, including both the Web infrastructure and back-end systems such as TPF reservations systems, airline departure control systems and hotel property management systems.

The enabling technology

The Quick Start Engagement for Travel is designed to help you rapidly prototype and test a pervasive computing solution. IBM provides you with the key software components and services capabilities necessary to get your pervasive computing project up and running quickly. Starting with a solutions workshop and quickly moving to proof of concept and proof of technology, the IBM goal is to have you up and ready to begin a working pilot program quickly.



IBM WebSphere Everyplace Suite



Extend IT systems to new, mobile users
More up-to-date information increases its value to everyone

Business Benefits

- Build customer loyalty
- Increased service, improved access to customer information
- Reduce call center call volume, especially for simple inquiries and notifications
- Enable customer self-service virtually anywhere, anytime
- Provides a low-cost distribution channel for reservations
- Amend your travel booking while on the move
- Increase revenues with additional subscription services

Customer References

- Delta Airlines
- Swissair

Quick Start Engagement content

- Initial workshop to define requirements, content, and scope of project
- IBM WebSphere Everyplace Suite
- Configuration and integration into existing travel reservation system, customer service and loyalty program systems, back end or web system
- Preparation for a limited pilot

The next phase

IBM is prepared to help you expand your Quick Start Engagement for Travel to your entire customer base, improving their access to important information, while building customer loyalty and providing increased revenues.

Ready to take your e-business to the next level?

The e-business revolution continues to gain momentum. Get ready for the next generation of e-business today and learn how you can extend your Quick Start Engagement to your customers.

To learn more this Quick Start Engagement, visit our website at www.ibm.com/pvc or www.ibm.com/industries/travel, or contact your IBM sales representative

© Copyright IBM Corporation 2000

IBM Corporation
Pervasive Computing
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
08-00
All Rights Reserved

IBM, WebSphere and WordPad are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Windows and Windows NT are trademarks of Microsoft Corporation in the United States and/or other countries.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

