

GENERAL CARATTERISTICS

- Search for and supply **information**
- **Transmit** paper **documents and** colour **images**
- **Enable the agency** to make bookings
- Insert a **complete travel proposal**
- **Make it easy** for all Internet users to consult a travel proposal and book at a travel agency
- **Manage a catalogue** of proposals
- **Offer promotions**
- Send and receive **bookings and confirmations**
- Insert **preferences** and conditions regarding services and guests
- Provide data that will allow the user to **monitor the market**
- **Integrate** with other information systems
- Control the **condition of a booking** at any moment.

NETWORK AND MKG TOOLS

Agency networks	
New network New Area manager New Agency	
Customers	[RUS.STATE] RUSSIA Country Manager, Russia
Networks	1° LIVELLO COUNTRY MANAGER
Marketing	[RUS.ABC] AGENCY & FINAL CLIENTS BUDGETS, Moscow
Search	[RUS.AREA] Agency city ,
My Clients	[RUS.AREA] Agency MOSCOW city, Moscow
Communication	[RUS.AREA] Agency Data (old refuse competitor) , Moscow
Control Panel	[RUS.AREA] Agency SAINT city , Saint Petersburg
Export	[RUS.AREA] Agency city , Ekaterinburg
	[RUS.AREA] Agency . city , Yaroslavl
	[RUS.AREA] Agency ' city , Voronezh
	[RUS.AREA] Agency ' city ,
	[RUS.AREA] SPORT.MOSCOW , Moscow
	[RUS.SPORT] (Valigia Attiva) , Moscow
	[RUS.SPORT] (Vento solar
	[RUS.SPORT] ' , Moscow
	[RUS.AREA] Agency ,
	[RUS.CORP] Agency Moscow Corporate ,
	[RUS.STATE] , Moscow

- all client are into data base
- a chain system network
- follow client by clients
- marketing tools to support
- Agency manage
- Final clients
- ..more

NEWSLETTERS

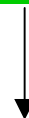
ItalyTourism.it Newsletter mail: booking@ItalyTourism.it
call info: 39 02 3090 46 19



**JULY DEPARTURE FOR ALL SICILY SEA RESORTS
BEST AND WELLKNOW HOTELS
GET NOW 15% FOR ANY BOOKING - MIN 7 NIGHTS**
PRICES ARE PER PERSON - PER NIGHT IN DBL ACCOMODATION (SF NOT SPECIFIED)

	7 July	14 July	21 July	28 July
HOTEL BAMA - Taormine <small>The hotel is built on a rocky hillside overlooking the sea and is characterized by an inimitable style which refers back to a distant past ...</small>	129 € 00	129 € 00	129 € 00	129 € 00
Il Village CITTA' DEL MARE - Taormine <small>Surrounded by a natural and blooming park, housing remarkable examples of exotic and typical Mediterranean plants, Città del Mare is shaped into a terrace-forming ground ...</small>	99 € 00	99 € 00	100 € 00	100 € 00

NEWSLETTERS SYSTEM



MAILING : ITALY03IT - Summer 2007 EXIT

Main Body **Actions** History

Agency INCENTIVE [RUS.AREA]			
Agency KRASNOYARSK city [RUS.AREA]			
Agency MOSCOW city [RUS.AREA]			
Agency Moscow Corporate [RUS.CORP]			
<input type="checkbox"/>	GARDARIKI Service [RUS.CORP] Mailing: info@gardariki.com	Mr. Egor Krukov	Open 26/06/2007 16.34.49
<input type="checkbox"/>	HEART & HOME [RUS.CORP] Mailing: e.gromova@imedia.ru	Evgueniya Gromova	Open 26/06/2007 16.34.49
<input type="checkbox"/>	Repeat Travel [RUS.CORP] Other: rpt@rpt.ru Other: alessandro@rpt.ru	Aleksei Odyonov Alessandro Cianforlini	26/06/2007 16.34.49
[SELECT ALL] [SEND NOW]			
Agency SAINT PETERSBURG city [RUS.AREA]			
Agency SARATOV city [RUS.AREA]			
Agency VORONEZH city [RUS.AREA]			
Agency YAROSLAVL city [RUS.AREA]			

MARKETING TOOLS

The image shows two screenshots of a web application interface. The top screenshot shows a search filter dropdown menu with the following options: All, Marketing, Check, Mail Undelivered, Corsi non inerenti, Feed back (highlighted), Negotiation, Contract, and Refuse. A 'Run Search' button is visible to the right of the dropdown. A green arrow points from this button to the 'Run Search' button in the bottom screenshot.

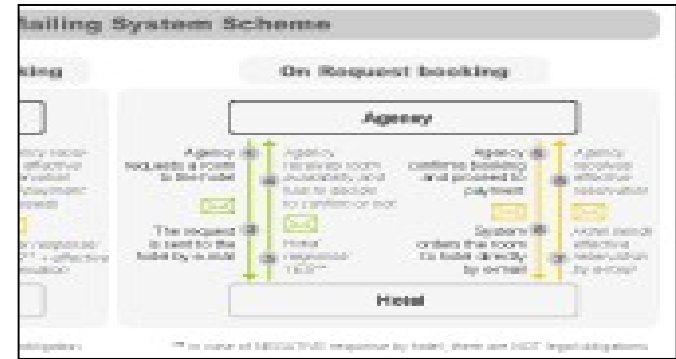
The bottom screenshot shows the search results page. The search filters are: 1. Code (LIKE), 2. Client action (Feed back), and 3. Client x Newsletter (All). A 'Run Search' button is present, along with a '[Repeat last search]' link. The search results table is as follows:

	Client action	Client x Newsletter
[ABCTEST] TESTING AREA	Feed back	
No notes		
[MKGINT] ISFOR 2000 [bando 263/07]	Feed back	lombardia 263_2007
BANDO 263/07 1.esperto tecn mkg e sviluppo comm orientate all'internazionalizzaz [Brescia] 2.esperto tecn informatizz di amministratz personale [Brescia]		
[MKGINT] Custodia [bando 263/07]	Feed back	lombardia 263_2007
BANDO 263/07 1.esperto valorizzaz prodotti terr e produz tipiche [Bergamo] 2.esperto mkg terr [Bergamo]		
[MKGINT] Laser FSE per Turismo [fondo sociale MKGINT]	Feed back	

CALL CENTER & BOOKING

CALL CENTER						
Booking - Active						
New booking						
	id	Title / Sub title	Agency	IN/OUT	choose account	all status
Booking	286	Richiesta tour in Italia none	Eugenio Daly			Saved
Active	54	13-May Simone / 17-20 Brescia / 20-24 sardenia / 13-May rent a car with manual transmission 13-May visa for 2 20may mediana flight verona-cagliari 24-25 may / Rome hotel / transfer and guide Martenyuk Elena	Martenyuk Elena and Igor Ruzsa (Samara)	13/05/2006 24/05/2006		Available
China [0]						
No room [2]						
Not confirmed [27]						
Russia [0]						
Tasting Booking [155]	163	Diana majestic Mrs Olga Mamonova Mr Oshvalov Sergey 1. Fatture clienti e fornitori	Sergey Ruzsa	15/07/2006 16/07/2006		Expired
Trash book [18]	148	Il Pellicano & La Porta Vecchia - Relais & Chateau - Porto Ercole Argentina Mrs Olga Mamonova 1. Fatture passive da richiedere agli alberghi 2. hanno richiesto erroneamente la fattura di % chiesto Hotel di telefonare a verduci su mobile	Sergey Ruzsa	16/07/2006 20/07/2006		Paid
Book Tools	120	Green Park (Trenai) + Holidayvans Murshkina Vera +5 1. Fatture passive da richiedere ai fornitori	Murshkin (direttore banca) Ruzsa (Samara)	17/07/2006 27/07/2006		Rooming list incomplete
Advanced Tools	246	Ferret tour Mrs Mihalova send request of info / waiting for ..	valtrac Sweden	17/08/2006 17/08/2006		Saved
	251	Weekend at Florence none	Sandy Austria	09/09/2006 11/09/2006		Saved
	252	Shopping Milano + noleggio auto classe media Andrey andrey 1. biglietti vendita ed acquisto se infanzia da milan point 2. invio nuova fattura profuma cliente con pagamento 3. verifica situazione visa (marita badina chiama cliente)	Andrey Kirvuklo Ruzsa (Samara)	20/10/2006 29/10/2006		Rooming list incomplete
	290	Terme di Simone hotel**** Mr Andrey Kirvuklo +3	Andrey Kirvuklo Ruzsa (Samara)	24/10/2006 25/10/2006		Available
	250	Ferret rent car 13 novembre 2006 Mrs Julia 4 ferret ok 1 lamborghini NO 1 Maserati in charge lamborghini	Leslo travel Ruzsa	01/11/2006 03/11/2006		Saved
	191	conducted tour in Italy Mr Sujoy	Sujoy United States of America	15/11/2006 19/11/2006		Saved
	297	Ferret Tour 10 car for 20 pas. 31nov-1dec Noman Ruzsa	Navitour Athene Greece	30/11/2006 01/12/2006		Saved
	311	Red Wellness Tour (FERRI) Pajagano Francesco	Verduci Agency Afghanistan	02/12/2006 03/12/2006		Not available
	317	Mediterraneo (LANAOS) Milan verduci rest credit card	Verduci Agency Afghanistan	05/12/2006 08/12/2006		Saved
	316	Red Wellness Tour (FERRI), Rome verduci top 77	Verduci Agency Afghanistan	10/12/2006 10/12/2006		Waiting supplier
	315	Booking for 12-25 dec city ?? Mrs Indu	Indu Italy	13/12/2006 23/12/2006		Saved
	318	loredo test none	Verduci Agency Afghanistan	22/12/2006 30/12/2006		Saved
	308	Due Tom Hotel Baglioni (BAG02), Vienna alex test	Verduci Agency Afghanistan	01/01/2007 03/01/2007		Waiting supplier

CALL CENTER



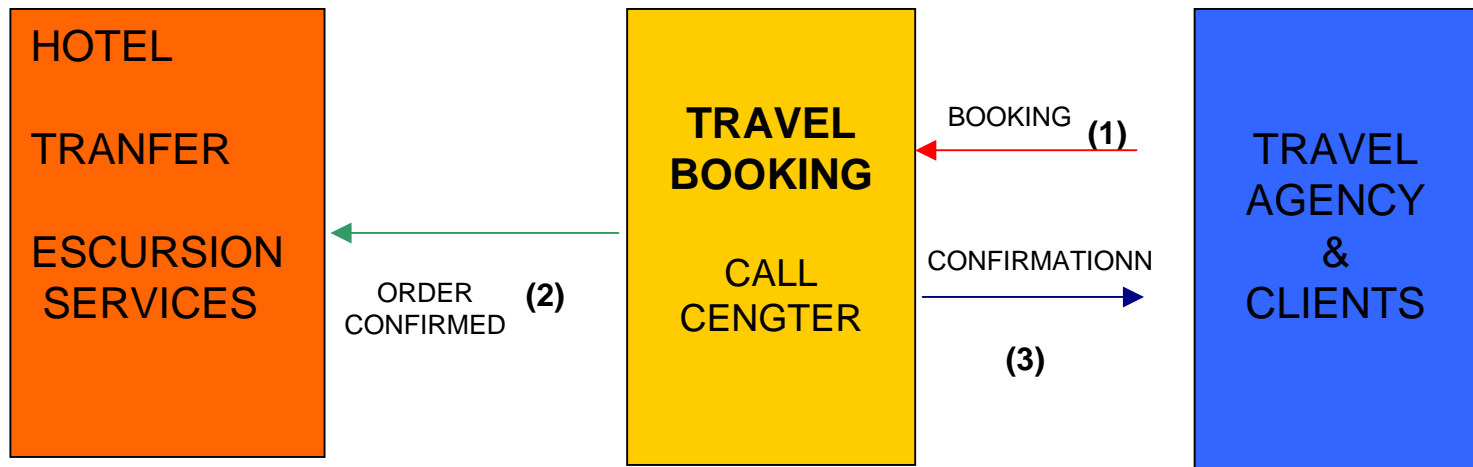
MAIL SYSTEM



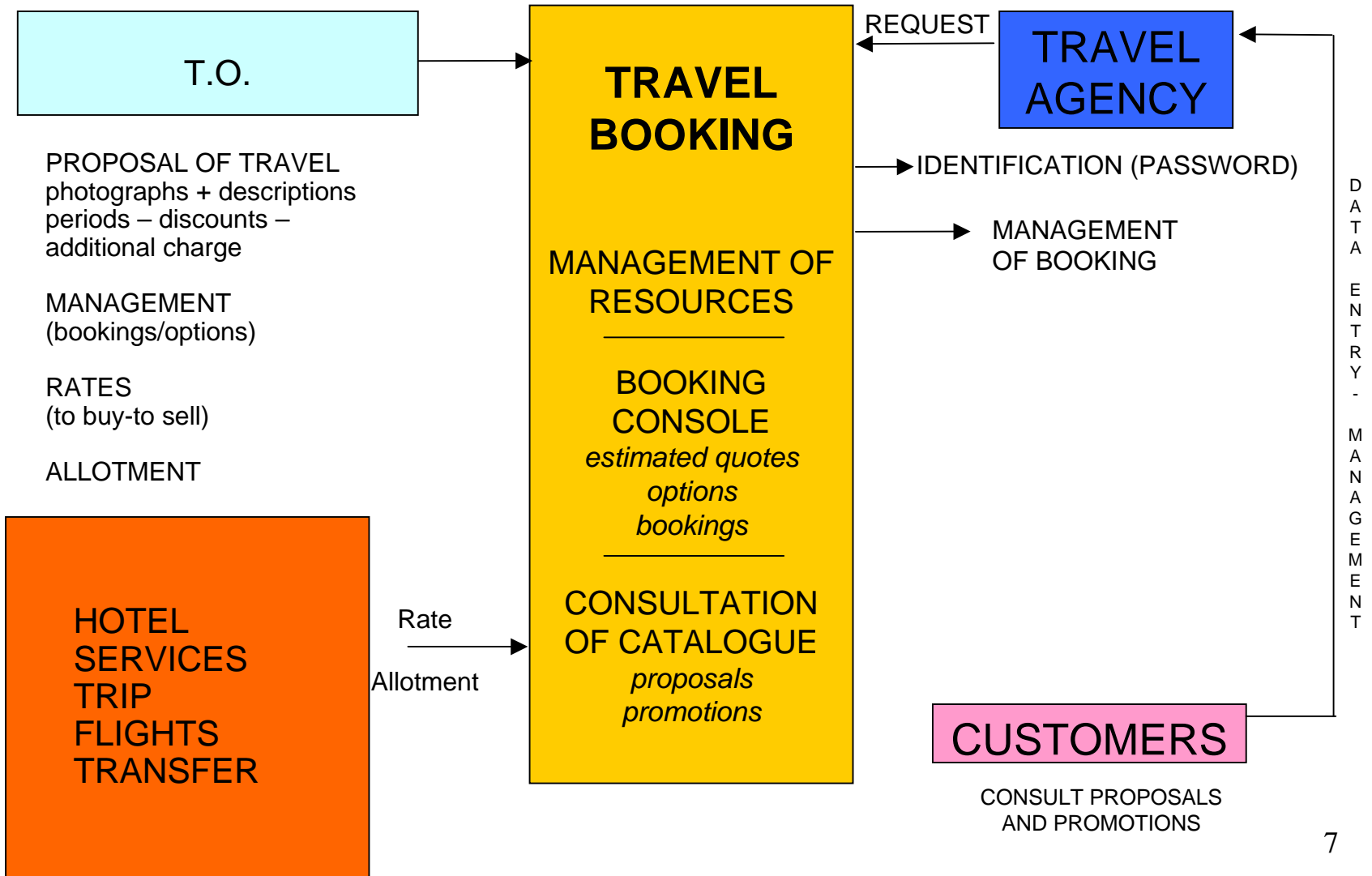
BOOKING SCHEMAS

RESERVATION SYSTEM

ALL OPERATIONS ARE MANAGED AUTOMATICALLY BY THE SYSTEM
INSTANT CONFIRMATION IN PRESENCE OF ALLOTMENT



DATA TECHNOLOGY



Where are data ? How to use

- All operation are made system will be made and available in **ASP** (Application Service Provider).
- All the functions of the Travel Booking software can be used over the **Internet**.
- Using them merely requires an ordinary browser and an Internet connection