



B&A - Travel Technology Desktop Solutions

B&A is a Greek Information Technology group of companies that has been specialising in the travel and leisure industry for more than 15 years. Today, it develops proprietary B2B and B2C innovative technology solutions that can be "mixed and matched" to improve the productivity, enhance the profitability and maximise its clients abilities. **B&A's** products range from pure static M.I.S. and accounting software, to high performance distribution of real time travel information, focusing on security, performance and reliability.

B&A's desktop applications are a perfect fit for organizations that require flexible, easy-to-use solutions helping them enhance revenues, reduce costs and provide superior customer services. The solutions empower travel companies with low cost of ownership, rapid time to productivity and high returns on their technology investment.

B&A BACK OFFICE

B&A Back Office is a Software Solution specifically tailored to meet the unique needs of professionals in the Travel and Tourism Industry. It enables them to seamlessly deliver services to their customers while successfully managing their financial and supplier transactions. Under this ambit, it covers:

- Daily Sales
- Transactions Processing
- Update of Payable and Receivable Accounts
- Update of General Ledger
- M.I.S Reporting (financial, sales, profitability, BSP)
- Direct Interface with Sabre
- And many more.....

With **B&A's BackOffice** software Travel Companies can book the widest variety of products on behalf of their clients including flight seats, packaged holidays, car hire, hotel rooms and so on. **B&A's BackOffice** allows for maximum flexibility and speed in entering booking details and producing client documentation. PNR records can be downloaded from Sabre CRS and automatically imported into **BackOffice** as a confirmed booking. This has the further advantage in that BSP reconciliation and payment can be done without any difficulty. A wide range of management reports is available to control all aspects of the retail travel agency. All branches of a company can be managed in this program.

GENERAL LEDGER

Also, many travel agents use the full accounting software provided by **B&A's BackOffice – General Ledger** - to monitor and control the performance of the business. Although it functions as a stand alone product, **General Ledger** has been integrated in the **B&A BackOffice**, including sales ledger, purchase ledger and nominal ledger so that it does not require an additional third party accounting software (such option however exists, whenever necessary).

CRS & 3rd PARTY CONNECTIVITY

In a multi CRS environment the task to manage various CRS becomes easy with our CRS interface modules. This interface efficiently can manage CRSs for land arrangements, ships, hotels, airlines, low-cost carriers, tax roundup, fees, commissions, service fees and discount, e-tickets, etc.

In general, **B&A's** desktop applications can support the connectivity to different suppliers for travel products, may that be hotels, transfers, boat or train tickets, other services, etc. All of the above interfaces can be supported either by the **BackOffice** program or the **e-Services Front Office** (tour operation, incoming, outgoing).

e-SERVICES FRONT OFFICE/ INCOMING & OUTGOING MANAGEMENT

The **e-Services Front Office** desktop application is a high-end technology software product that allows to easily manage core business services (in terms of construction, pricing, distribution, follow up) from the Point of Decision to the Point of Sale on a corporate and retail level.

Covering a variety of services,

- 1.Hotel Accommodation
- 2.Transfers
- 3.Cruises
- 4.Packaged Tours
- 5.Air Tickets
- 6.Other Services

It provides full coverage of the services offered and contributes significantly to the automation of the entire procedure for the Sale/ Purchase and Management of these services. As a total solution, it comprises all options for travelling, allowing data entry, tariff building, sales management and the final booking from a single point of entry.

All selling and purchase prices can be preloaded into **e-Services Front Office** program in advance of the selling season. This enables staff to provide an immediate

response to telephone or Internet inquiries with accurate and up to date price information.

The open architecture of **e-Services Front Office** also allows interface to various external systems, as well as a multitude of export formats, for third party systems. The user gets a display of product rates and information according to selected criteria. Available products (e.g hotels from different suppliers imported through interface) from all accessed databases are displayed in a single Results screen.

e-Services Front Office provides a controlled environment in which travel products can be sold over the counter or by phone by relatively inexperienced reservations staff. Alternatively, they can be sold directly over the Internet within a well designed website.