



CONFERMA

SECURE TRAVEL SETTLEMENT

Conferma now in 80 countries

A new milestone has been reached by Conferma with the news that its proprietary settlement and payment solution, CSP, has now been successfully used in more than 80 countries. The figures are for hotel bookings supported by Tracker, Barclaycard's version of the Conferma Settlement Plan.

Tracker has been successfully deployed across the globe, from Azerbaijan to Australia, Italy to India, Brazil to Bahrain. The solution has been successfully used not only, as expected, in countries such as the US, Germany and France, but on every Continent except Antarctica.

CSP is in use in a wide span of hotels, from individual properties and UK chains to many global brands including such household names as Hilton and Marriott.

The figures have been released on the third anniversary of the relationship originally created with Barclaycard to create Tracker. The first Tracker booking was made via Portman Travel in



October 2007.

Paul Raymond, Director of Strategic Relationships, said, "At the time of Tracker's launch there were those in the industry who questioned the acceptability of the virtual card concept outside the UK. These figures clearly demonstrate that the scepticism

was unwarranted and that Tracker is now established as a global payment method"

More than 180 corporate companies now subscribe to CSP.

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BRIEFS

► REDFERN LAUNCHES tRIPS

Redfern has launched tRIPS (the Redfern Intelligent Packaging System). This is Redfern's version of Micros's SABS Corporate product and has been developed with Micros and Conferma. The tool, which enables the client to look and book a rail trip and simultaneously add an appropriate hotel room in the same transaction, is being trialled with a large public sector customer of Redfern.

Redfern's automated booking system was developed with its large public sector client base in mind. It uses Evolvi for rail, which is now 98% automated and Conferma for the hotel. Redfern's CEO Neil Hopwood said, "Nearly 70% of our hotel bill backs are automated because of the work done by Conferma. There are a lot of suppliers who say they can do this, but Conferma does what it says on the tin."

► CONFERMA SIGNS WITH VFM LEONARDO

Conferma has signed a deal with VFM Leonardo to further enhance the hotel content it offers on its Hotel Booker systems. Including VFM Leonardo's visual content including photos, virtual tours and videos on Hotel Booker will enable bookers to better evaluate the accommodation and select the property appropriate for their end travellers' needs.

Successful beta testing for Rate Analyser

Rate Analyser, the browser-based, rate optimisation tool for hotel bookers, which Conferma launched in the second half of 2009, is nearing the end of a successful beta testing period with four customers. Initial trials have shown a cheaper rate to be available in 20% of the pilot programme bookings, providing an average saving of 14% of booking value.

Rate Analyser reports and analyses rate trend data for all hotel bookings and notifies users of any favourable rate changes, allowing time to amend and/or

rebook if appropriate. It allows hotel bookers to take advantage of improved deals, if the rate drops between booking and arrival dates.

Steven Read, Chief Operating Officer, said, "The economic downturn has resulted in volatile market conditions and hotels have not been immune. What is the lowest available price at the time of booking might not be by the time of the traveller's stay. Rate Analyser allows bookers to be confident that they have secured the best rate possible."

Rate Analyser is based on user

defined criteria and robotically conducts regular GDS and direct connect hotel rate calls, collecting both public and private rates for both the chosen hotel and others within a predefined radius. The tool also provides an audit trail for booking professionals to demonstrate that best rates are consistently achieved and also helps to plan future booking strategies.

Due to the unprecedented success of the pilot programme, Rate Analyser will become a part of Conferma's product portfolio from March 2010.