

PRESS RELEASE

In strategic collaboration with RWS, a one-of-a-kind booking solution built first-hand by air and travel software development experts.

February 2025

Press Release content created in collaboration with RWS, a strategic partner to TravelLaunch Pro.



TROY, MICHIGAN, February 2025 — TravelLaunch Pro enables companies to transform their booking systems by providing a comprehensive, flexible, and customizable solution. Whether you're an emerging organization looking to quickly deploy a booking system or an established player seeking to modernize your infrastructure, TravelLaunch Pro helps streamline operations and accelerate growth.

Flexible architecture and design ensure that businesses can achieve success without overhauling their entire infrastructure. By providing a unified interface for complex operations, TravelLaunch Pro reduces the dependency on intricate subsystem details, improves maintainability, and makes integration easier.

The inception of TravelLaunch Pro was driven by a recurring challenge that many customers faced: the lack of a robust data layer between reservation systems and deployment. Traditional systems often lack the flexibility to quickly evolve or scale, leading to inefficiencies and delayed project timelines. TravelLaunch Pro was created to solve this problem by offering a flexible, reliable platform for rapidly launching or modernizing booking systems for airlines, rail, and hotels.

Drawing on years of industry expertise and feedback, TravelLaunch Pro simplifies the integration of booking systems, supporting multi-language content with [RWS's web content management platform, Tridion Sites](#), and accelerating the modernization efforts of both new and established organizations looking to transform their digital customer experiences.

Greg Guttman, RWS and a strategic partner to [TravelLaunch Pro](#), states *"The technology landscape for travel booking and passenger digital experiences is constantly evolving. The TravelLaunch Pro platform puts forward tailored architecture and airline specific building blocks to provide rapid and reliable deployments. Not only does the platform optimize the booking process, but it also provides a multilingual digital backbone for pre-departure, airport, in-flight and post-trip digital experiences".*

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Core features and benefits within TravelLaunch Pro include:

- **Seamless integration and modernization**
- **User-focused design, and flexible/scalable architecture.**
- **Modular solution blocks bring it all together.** — *Based on the client's direction, TravelLaunch Pro content component options seamlessly integrate under one roof. Whatever is important to the client's process or need for modernization, TLP is designed to help you get operations there quickly and efficiently.*

Modular solution blocks come in the form of 3 categories:

- **Foundation Blocks:** are what TravelLaunch Pro is built on, and are essential for any booking system. Examples such as Search, Book, Change, and Check-in are associated with this modular solution block.
- **Non-transactional blocks:** This is where destinations, privacy policies, TSA pre-check information, sustainability statements, and fare rules are included to support a comprehensive, user-friendly experience.
- **Optional Blocks:** These are additional features that clients can choose to include based on their specific needs. Examples include meals, seats, bags, and ancillaries all support customizing the booking experience with additional services.

In today's fast-paced travel industry, the ability to launch or evolve booking systems quickly is essential. TravelLaunch Pro offers a solid foundation for businesses to enhance their booking processes, reduce complexity, and stay ahead of the competition. By leveraging modern design patterns like the Facade Pattern and offering flexible integration capabilities, it provides a solution that is both scalable and adaptable to changing needs.

Take the next step in your booking system transformation. Contact us today for more information on how TravelLaunch Pro can streamline your operations and drive success.