TravelLaunch Pro
Your Vision, Our Foundation.

A unique booking solution built first-hand by travel and hospitality experts!

Industry
Travel

Location
Troy, Michigan

Year founded
1999

INTRODUCTION:

The development 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 lacked 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.

HOW TRAVELLAUNCH PRO DRIVES SUCCESS:

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.

The Facade Pattern and flexible architecture 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.

CORE FEATURES AND BENEFITS:

1. **Seamless Integration and Modernization:** TravelLaunch Pro integrates seamlessly with existing booking systems, supporting multi-language content with RWS Tridion and accelerating the modernization efforts of both new and established organizations. This ensures that businesses can improve their booking processes quickly, without overhauling their entire system.

2. **User-Focused Design:** Users can expect a secure login, operational awareness, and an intuitive booking flow, all tailored to meet specific organizational needs. These features ensure that the booking process is efficient, user-friendly, and adaptable to the unique requirements of different sectors within the travel industry.

3. **Flexible and Scalable Architecture:** TravelLaunch Pro connects to our Data Translation Layer, which enables communication and data management across distributed applications. This allows businesses to offer dynamic, personalized web pages based on user profiles, ensuring an enhanced and customizable user experience.

THE POWER OF THE FACADE PATTERN:
One of the core design patterns used in the development of TravelLaunch Pro is the Facade Pattern. This pattern simplifies complex systems by providing a unified interface that abstracts away the underlying complexities.

What is the Facade Pattern? In software development, the Facade Pattern is a structural design pattern that hides the complexities of a system behind a simplified interface. It acts as a front-facing interface, making it easier for clients to interact with the system without needing to understand its intricate components.

MODULAR SOLUTION BLOCKS- BRINGING IT ALL TOGETHER:
Based on the client's direction, TravelLaunch Pro content component options seamlessly integrate under one roof. Whatever is important to your process, TLP is designed to help you get there.

- **Foundation Blocks:** TravelLaunch Pro is built on core foundation blocks that are essential for any booking system:

    – Search: Allows users to search for available bookings.
    – Book: Enables users to complete the booking process.
    – Change: Facilitates changes to bookings post-purchase.
    – Check-in: Supports user check-in functionalities.

Additionally, non-transactional blocks, such as 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:

    – Meals, Seats, Bags, and Ancillaries: Customize the booking experience with additional services.

- **Enhancement Blocks** *(Optional & Not Required)*: These features are not included in the core offering, but they can be integrated if needed:

    – AI-powered features
    – Loyalty Programs
    – Vacation Packages
    – Car Rentals
    – Trip Insurance

Enhancement blocks are airline-specific but not limited to the airline industry, providing flexibility for businesses in other sectors as well. They are available for purchase and integration into the TravelLaunch Pro system.

TravelLaunch Pro
Your Vision, Our Foundation.

TravelLaunchPro.com

WHY IS TRAVELLAUNCH PRO IMPORTANT FOR THE TRAVEL INDUSTRY?

- **Simplicity for Clients**: The Facade Pattern allows clients to perform complex actions with simple method calls, without needing to manage the detailed intricacies of the system.

- **Decoupling and Flexibility:** With the Facade Pattern, the client interacts with a single entry point, reducing dependency on the complex architecture of the subsystem. This enables greater flexibility and minimizes the impact of changes in the system, such as adding new components or refactoring.

- **Code Readability and Maintainability:** The pattern organizes the code-base, making it easier for developers to locate and modify system functionality. It also helps new developers quickly become productive.

- **Testing and Integration:** The Facade simplifies testing by providing a controlled access point, making it easier to mock or stub out system components and ensuring more reliable and faster tests.

By leveraging the Facade Pattern, TravelLaunch Pro provides clients with an easy-to-use interface while maintaining the system's flexibility, scalability, and efficiency.

WITH TRAVELLAUNCH PRO, CLIENTS CAN EXPECT:

- Simplified system interactions.
- Streamlined integration and modernization.
- A future-proof solution that evolves with industry needs.

RESULT:
With TravelLaunch Pro, Clients Can Expect simplified system interactions, streamlined integration and modernization, a future-proof solution that evolves with industry needs.

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.

LEARNING MORE:

- **Request a Demo:** See how TravelLaunch Pro can transform your booking systems.
- **Visit our website:** TravelLaunchPro.com for further details on integration and customization options.

TravelLaunch Pro
Your Vision, Our Foundation.

TravelLaunchPro.com