

## RWA

With nearly 20 years' experience in the travel industry, RWA is well positioned to deliver reservation solutions for tour operators and travel wholesalers. Founded in 1989 RWA has an impressive list of customers including Credit Suisse, Lloyds TSB, Rothschild and Telewest. Early travel customers included TUI, Going Places, Scandinavian Airlines, MyTravel and Cosmos.

By 1997 RWA had developed a number of Internet booking engines for Frosch Touristik (FTI) in Germany and this experience helped it refine its software skills in online distribution. Working with major tour operators, such as Cosmos and TUI's Specialist Holiday Group, RWA had developed online booking solutions to integrate with the operator's reservation systems. By 2003 it had launched **Sell-It Online**, the first product in its **Sell-It Suite** range that would soon evolve into a complete end-to-end solution.

Sell-It Suite is a family of products for tour operators, intermediaries and online agencies. The core reservation module, **Sell-It Reservator**, supports the modern tour operating environment which requires flexibility in sourcing inventory and selling through multi-channels. For online distribution, Sell-It Reservator links to **Sell-It Online** to provide powerful browsing, searching and online booking and with **Sell-It XML Gateway** to facilitate product distribution via XML and web services to 3<sup>rd</sup> party websites. For example, Neilson and Sunworld Holidays in Ireland (two Thomas Cook brands) use Sell-It Online to power their online booking.

Sell-It Reservator has three core modules – Inventory Manager, Bookings Manager (front and mid office) and Finance Manager. The Inventory Manager supports a wide variety of holiday components including charter, scheduled and low cost flights, rail, ferries, hotels, villas, apartments, car rental, transfers, excursions, ski packs, insurance and other supplements. Product availability, costs and selling prices can be loaded and managed within Sell-It Reservator and combined with inventory from 3<sup>rd</sup> party suppliers. Bookings Manager is a comprehensive call centre application with powerful sales, fulfillment and reporting capabilities. The Finance module is a complete multi-currency solution for the financial management and control of a tour operation which can also interface with Sage and other accounting packages.

As a new generation product, Sell-It Suite offers a flexible solution, capable of handling dynamic as well as pre-packaged tours. With real time links to GDSs and low cost carriers, Eurostar, Eurotunnel and ferry operators, Sell-It Suite can be used by traditional package tour operators, self-drive and camping specialists, city and short break providers and specialist tour and adventure operators. This is well demonstrated by the variety of companies already using Sell-It Suite. They include Driveline Great Getaways, Slattery's Travel, High & Wild, Ski Company Ltd and Magic Breaks, now owned by Co-op Travelcare. Kulula.com, South Africa's low fare airline, has recently implemented Sell-IT Suite to sell its holiday packages online. And an, as yet, unnamed multi-national, leading brand travel company uses Sell-It Suite to sell and administer its vacation packages globally through 2,000 agents in 22 countries.

Sell-It Suite is a fully scalable, highly resilient enterprise solution that meets the complex and flexible requirements of today's travel business. The loading and management of complex contracts is greatly assisted by Sell-It's Market Wizards which are complemented by user driven views and reports.

With Sell-It Suite, RWA has established itself as a supplier of core reservation systems for enterprise level tour operators and travel wholesalers. As the business and distribution model continues to change, Sell-It Suite offers a more flexible alternative to the legacy systems that have dominated the market for so long.

Equinus has observed the progress of Sell-It Suite from a single component into the comprehensive and flexible product, handling both pre-packaged and dynamically built holidays. For a total holiday distribution and management system, RWA's Sell-It Suite should be on the list.

