



## Passenger Reservation Systems Solutions

Maximize the business potential of your passenger reservation systems through strategic outsourcing of applications and IT services to Dell.

Today, travelers enjoy the freedom to purchase airline tickets from multiple sales channels, including call centers, direct sales, travel agencies, web portals, and kiosks. This freedom has led to higher customer expectations and challenges for the airline industry to adopt new strategies and technologies for distribution, marketing, customer service, and procurement. To meet the challenge and gain competitive advantage, airlines must ensure that their sales and distribution strategies and Passenger Reservation Systems (PRS) align to the rapidly changing demands of travelers.

### Align your strategies and technologies to customer demands.

Dell Services has helped leading airline companies successfully plan, implement, and manage their passenger reservation systems in alignment with their multichannel sales and distribution strategies to maximize returns on their PRS investments. We help our customers integrate their multiple sales channels, migrate and reengineer legacy applications, develop new applications, and choose and implement appropriate technologies for building robust passenger reservation systems.

We can help airlines:

- Develop comprehensive online booking engines with built-in reservation functions such as PNR creation and booking, fare display and search, passenger inquiry, time table and schedule display, seat availability display, special service request processing, flight schedule creation, advanced seat reservation, and more
- Run sales and marketing programs and blend customer loyalty programs, e-ticketing, and online transactional facilities for better customer service
- Seamlessly integrate PRS with sales distribution partners such as online travel agencies, airports and local branch offices, travel portals, and global distribution systems.

- Develop application interfaces for devices such as kiosks, PDAs, and other express check-in and customer services
- Build and support financial management applications such as revenue accounting and yield management
- Develop, enhance, and manage non-core airport operations applications such as departure control systems, baggage handling, and check-in

### Extend customer reach, gain market share, and increase revenues.

Dell Services employs industry best practices, proven project management methodologies, and a stringent quality management system in the delivery of solutions. Collaborating with customers on the key functional and technical aspects at each stage of a project, our PRS experts help translate business requirements into successful implementations such as:

- Strategically teamed with a global travel portal to help it manage customer expectations effectively. By operating an offshore development center for a global travel products distribution company for ten years, we have helped the company maintain and enhance its online booking portal globally. Our role has included understanding changing market dynamics and continuously improving the portal through technical innovations.
- Managed departure control operations for a leading long-distance airline to improve customer satisfaction. By providing application enhancement and management services for a Transaction Processing Facility (TPF)-based departure control system, we have helped the customer minimize flight delays and improve customer satisfaction.

Dell Services can design, develop, and deliver passenger reservation systems solutions through our proven global delivery model. Our experience and expertise as a leading technology and systems integrator can help you achieve measurable results — and maximum value — from your applications and information technology.

### Dell Services Passenger Reservation Systems Solutions

Dell Services provides application development, management, migration/reengineering, testing, and integration services for the travel industry in the following areas:

- Reservation and departure control
- Availability and schedules
- Interline
- Messages and queues
- Crew scheduling
- Baggage screening, handling, and reconciliation
- Web booking engines — passenger and cargo
- Self-service and remote check-in
- Flight and airport information
- Ticketing
- Revenue and yield management system
- Frequent flyer programs
- Integration with other support functions

### Benefits

- Align sales/distribution channels and passenger reservation systems with rapidly changing market demands to reach more customers and increase customer satisfaction
- Leverage legacy systems while adding new technology capabilities to maximize the return on your IT investments

For more information about any of our service offerings, please contact your Dell representative or visit [dell.com/services](http://dell.com/services).

### At A Glance

Through deep industry expertise, an extensive portfolio of services, and cost-effective global delivery, Dell helps businesses in the travel industry optimize the internet and other open-source technologies to extend customer reach, gain market share, and increase revenues. Our experience in developing, enhancing, and supporting passenger reservation systems includes solutions for:

- Online Passenger Reservation Systems
- Airport Operations
- Multiple Distribution Channels
- Travel Agencies
- Travel Portals
- Back-End Flight Operations