



We're redefining  
**opportunities**  
with our open platform

## Transforming collaboration into innovation

As traveler's demands for more personalized travel experiences increase, we have recognized that no single organization can be 'everything to everyone'. So we have, uniquely within the industry, taken a radically different approach.

In addition to building our own products, we have invested in building an open technology architecture which allows us to expose our broad portfolio of content and functionality to external developers and partners.

We are driving innovation by creating an ecosystem of developers and partners. Together we are stimulating the creation of innovative solutions, designed to meet the disparate needs of our travel agency customers and travelers alike. This approach allows us to help our developer partners build new travel technology businesses and travel agencies to create a differentiated offering; we help both to find their niche, and build upon it.

"By removing complexities and providing the most advanced and cost-efficient technologies, Travelport has made the world of travel more accessible and affordable for travel companies and travelers alike."

Richard Zanaska,  
Pricing Supervisor,  
Student Agency Online

## Opening up a world of opportunity

For many years Travelport has provided access to content within its core systems; Travelport Worldspan, Travelport Galileo and Travelport Apollo, through our classic Application Programming Interfaces (APIs). However, the launch of Travelport Universal API has taken the focus to a new level.

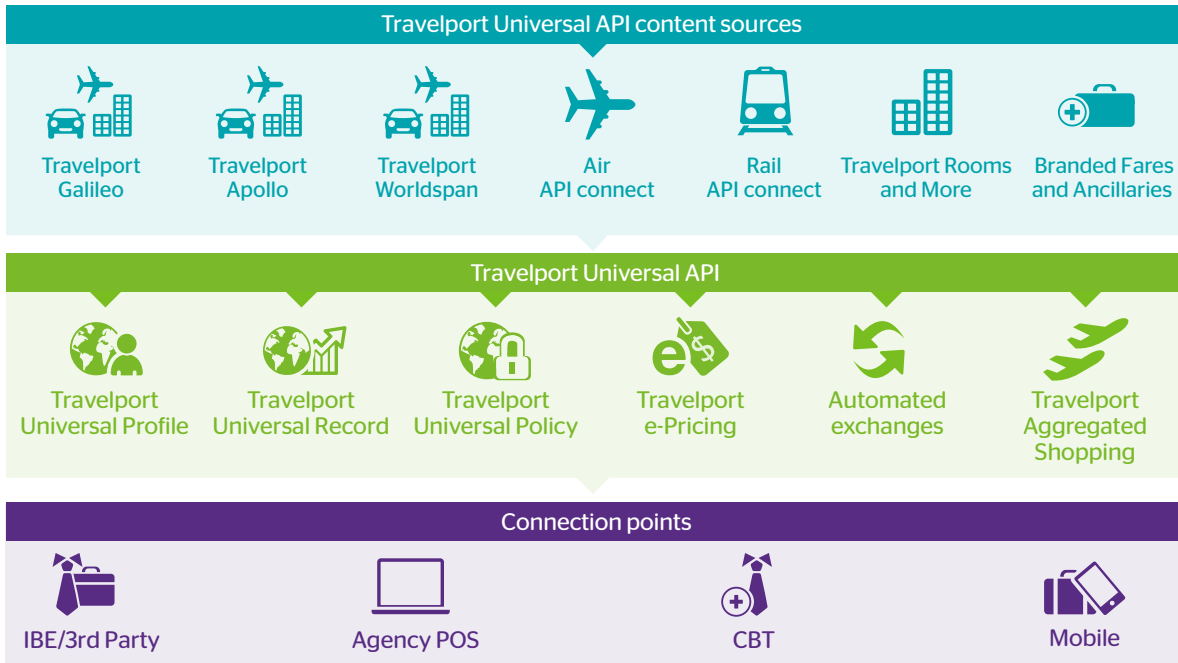
The Universal API is the key that unlocks development potential. It aggregates content from multiple sources and makes it all available through this single source. Also accessible is the business logic that includes search, pricing and profiling functionality which resides in the platform in a shared environment, and complementing this are a range of powerful pull and push data feeds that capture and deliver all the travel information for richer business intelligence.

Travelport does the time consuming work behind the scenes, aggregating content and building the functionality and pricing developers seek, so reducing their need to manage multiple APIs and allowing them to focus on building ground-breaking travel applications for deployment on the web, mobile or desktop solutions.

"By removing the need to manage and maintain multiple API connections, Universal API is helping us better manage our IT expenditure while streamlining our travel supply chain. Travelport has helped us simplify our travel distribution by reducing associated costs and complexities."

Iain Andrew,  
Divisional Senior Vice President,  
dnata Travel

# The Platform Architecture



## Delivering support and resources for our developers

Whether our developers are in a travel agency or a developer partner, we provide:

- A suite of developer tools, built on open standards technology, programmed in the environment of choice to build applications that integrate with existing databases or systems;
- Specialist teams dedicated to supporting developers working with our tools;
- Portfolio of resources, sample code and test tools, accessible through a single dedicated developer website, [www.developer.travelport.com](http://www.developer.travelport.com)

"The Universal API platform and content, along with the functionality provided by Universal Record and Universal Profile provide the necessary framework to build feature rich front-end applications that can be deployed on the web, desktop or mobile apps for agent or consumer use."

Vlad Brankovic,  
Product Manager,  
Flight Network UK

"As a start-up, we've been delighted with Travelport's openness and eagerness to engage with early stage companies."

Alex Kremer,  
COO, Flextrip

## The Travelport Developer Network

For independent software developers seeking to build their own travel technology businesses, the Travelport Developer Network combines community and technology to deliver revenue opportunities for all through:

- Unrivaled content and functionality via the Universal API
- Dedicated partner technical specialists working to realize individual developer's ideas
- Dedicated commercial account managers to help promote solutions to Travelport's 68,000 travel agency locations worldwide
- Advertisement in the Travelport Developer Directory
- The chance to participate in customer facing events and webinars
- Participation in the developer community - e.g. through online forums

"As a small company, we do not have the marketing ability to expose our products and services to our potential customers worldwide. The Travelport Developer Network has allowed us to showcase our products to our audience worldwide via the Travelport Developer Showcase webinar. The technical guidance we have received from Travelport is of paramount importance in our ability to perfect our products on the product development front."

Willy Wong,  
Founder and Managing Director,  
iFuture Inc

## Adding more choice, more revenue and more productivity for agencies

Our open platform is the springboard from which travel agencies can further develop and differentiate their offering. The rich diversity of travel content offers a range of revenue streams including higher margin hotel and ancillary services, which are accessed through best in class search, and profile capabilities to drive conversion.

However, through relationships with our developer network partners, all our customers can benefit from a rich diversity of solutions built upon Travelport technology: pre-trip planning, booking, upselling, fulfilment, customer communications throughout the travel process and post-trip activities.

As a result, travel agencies can achieve cost effective delivery of a differentiated customer offering that drives new business and customer loyalty by offering a service that meets their needs.

"Now we can incorporate new content and features, and offer more value by developing against Travelport's Universal API rather than using multiple APIs. It allows us to expand our offerings and capabilities much faster, and enter new channels and markets."

Mike Benjamin,  
CEO,  
FlightView

# Travelport's Developer Toolkit

## Travelport Universal API

One simple interface to a rich source of travel content; air, hotel, car, high-speed rail and ancillary services

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## Travelport Classic API

Umbrella name for Worldspan XML Pro and Galileo Web Services which provide developers access to content and functionality on Travelport's global distribution systems

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## Travelport Universal Desktop SDK

An innovative travel booking solution that delivers multisource content and travel management tools to agencies, through a single platform. The Universal Desktop SDK's travel management tools allow you to extend capabilities through development of additional workflows, applications and widgets.

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## Travelport Universal Profile

A profile management solution that integrates agency and traveler profiles, policies and customer management within a configurable rules engine and relational database

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## Travelport Universal Record

Combines all itinerary components from multiple suppliers and the breadth of content types into a single record, regardless of where or how a booking occurred

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## Travelport Booking Feed

A comprehensive single source of real-time travel data such as passenger itinerary, fare and ticketing information, plus much more to develop customized reporting and analysis

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## Travelport Smartpoint SDK

Will extend the capabilities of Travelport Smartpoint through the development of applications and widgets

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## Travelport Marketplace

Provides a single website to showcase products built upon our platform by ourselves and also by our developer network partners. For Travelport customers it will be a place to discover, buy and deploy great products.

Every aspect of the travel supply chain contains potential for development. As a consequence, there are untold revenue and growth opportunities for those who can innovate relevant, targeted travel technologies.

## Discover new opportunities

For detailed information about Travelport's portfolio of developer tools, visit: [www.developer.travelport.com](http://www.developer.travelport.com)

For access to travel solutions built upon our open platform visit Travelport Marketplace at [www.travelportmarketplace.com](http://www.travelportmarketplace.com)

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[www.developer.travelport.com](http://www.developer.travelport.com)

