



# Data. Information. Knowledge. Wisdom.

In a chaotic and competitive world, it is increasingly important to rely on the stability and stamina of your suppliers. TelMe Farebase continues to simplify the complex world of airfares through outstanding data management and presentation delivered by ScriptWise, Farebase and TelMe technology.

Celebrating 20 years of service in 2009 we have built a solid reputation for an honest common sense approach and strive to add value without over complication or over charging. Some of the best known travel brands are powered by TelMe Farebase products. Thousands of passengers travel every day thanks to TelMe technology and millions of nett fares flow through ScriptWise every week. Travel professionals in over 20 countries rely on TelMe Farebase to extend their competitive advantage in a harsh commercial world.

## **Our History**

Since 1989 the Company has grown steadily establishing a solid reputation for dependable delivery and innovative solutions to the global travel industry, specialising in the aggregation of airfare data, distribution and ongoing management.

Farebase is one of the UK's longest established travel-content providers of charter flight, late availability holiday and consolidated airfares data.

TelMe technology facilitates GDS independent online, booking and distribution to the widest possible market place. ScriptWise manages millions of nett fare combinations every day – a staggering feat by any standards. ScriptWise sets global standards for quality, accuracy and consistency in the onerously detailed world of airline contract management and distribution. We believe no other contract loading organisation comes close.

## **Our Culture**

**We operate as a supportive team collaborating in the desire to find simple solutions and solve problems. Our aim is to deliver practical, cost effective and honest answers by combining our collective wealth of knowledge and experience toward the service of meeting client expectations.**

Our success stems from a desire to reduce complex software applications to their lowest common denominators, making them easy to understand, support and sell. Above all it's about keeping it real and keeping it straightforward. In short, we have been managing airfares data and delivering software solutions for 20 years and we are not afraid to share what we know to add value to our clients' businesses. We freely acknowledge there is no monopoly on good ideas and through sharing wisdom with our customers we have refined our products and support procedures to best effect.



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**Simplifying the complex world of airfares**



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**“Distributes air fares and real time availability, to hundreds of online systems and thousands of travel consultants around the world.”**

# TelMe

## **e-WorldShopper**

e-WorldShopper facilitates global airfare trade. Fares from all over the world are brought together in one place for the first time, allowing expert travel consultants to make massive fare savings from overseas partners. It's a two way street with your local market fares exposed to the widest possible audience.

## **Global Profiler**

Global Profiler streamlines the often fragmented business of traveller profile management into an accessible browser based, GDS independent format. Profiles are updated directly into the GDS of choice, either by end user clients, agency staff allowing instant and remote updates without costly phone calls or emails.

## **The TelMe Dashboard**

The TelMe Dashboard provides a single, customised hub for your clients to manage their travel. Fully branded with your company logo or your clients', the Dashboard provides a single point for all travel related technology to converge. Whether their preferred booking engine is yours or their own, whether they use the Evolve system or E-Tools, it all comes together in the same tool.

## **TelMe Technology Internet Booking Engine (IBE)**

The TelMe technology IBE is established as one of the most comprehensive tools available for booking worldwide travel online. Working in conjunction with travel organisations, the IBE allows travellers to access price and availability schedules for over 650 airlines, including published, nett and 'low cost' carrier web fares. Reservations are made online and then placed directly to the required GDS booking queues for quality control and ticketing. The engine checks availability, in every class, by both price and time according to individual needs.

## **WhiteLabel, Auto-Affiliate and DeepLinking**

Self booking tools must reach your target audience if they are to deliver results to your bottom line. TelMe has developed a number of simple and effective tools to transform the humble booking engine into a creative extension of your marketing communications strategy.

## **Tactical Fares**

Simply and quickly promotes your special offers and shows when they are available. You have worked hard in negotiating contracts from the airlines; you have spent time and money in creating a consumer site with an online booking facility. The tactical fares system promotes your deals and creates the sales.

## **Developer**

The presentation of data via an XML hand off is available, as an alternative to hosted html pages, to partners wishing to integrate the TelMe technology flight and fares engine into their own dynamic packaging offerings. The XML solution is preferred by third party developers engaged in extending product content of traditional online distribution channels. We will also consult on the provision of XML hand off for MIS reports, "favourite" itinerary search data plus a variety of key indicators from the activity of your customers online.

## **Hosting**

A variety of hosting solutions are available to meet the size and scale of your operation. Starting with entry level co-hosted platforms through to dedicated, load balanced, multi-server configurations. TelMe can bring years of experience of platform management to recommend the most suitable hosting solution for your business, from the start and as your online traffic grows.

**“Daily, around 500,000 consolidated fare combinations are available for search via the Farebase Portal.”**



# Farebase

## **Celebrating 20 years!**

Farebase was established in 1989 as a provider of airfares information via its unique database software. Over the years, Farebase has developed into a web-based travel system, encompassing consolidated and published airfares, charter flights and low-cost carriers in a user-friendly online booking tool, aggregating valuable travel data from over 100 suppliers.

Today, the TelMe Farebase system has become a recognised and unique market-place for buyers and sellers of travel to trade online. It will continue to develop as more partners and affiliates realise the benefit of working together in a single web site satisfying all the daily needs of the travel industry.

## **Rebrand**

Agents using a Farebase Rebrand are receiving between 50 – 650 emails a month. Add this to the phone calls generated from your web site and you turn website traffic into profit. Call quality increases and staff efficiency improves.

Agents can select the data source they prefer; Scheduled Flight data and or Charters and Late Bookings data.

The Rebrand is an ideal starting point for you if you wish to offer online travel services.

Easy to setup (processed within 5 working days of an order).  
Cost effective in comparison to other online booking solutions.

## **Portal – [www.farebase.co.uk](http://www.farebase.co.uk)**

The Farebase Portal is a web site designed to act as an online community for the travel trade. The site and components provided in the website are aimed at all types of travel agents and many of the top suppliers have joined us to ensure our users have the best tools at their fingertips...

Tools and features available in Farebase...

- Multi Consolidator real time fare searches with live booking
- Data Searches
  - Charter flight
  - Consolidated fares
  - Late Availability holidays
- Tools
  - Airline and Airport tax information
  - Airport and Airline look up
- Hotels
  - Exclusively Hotels is accessed via an automated "silent" login and provides access to 45,000 properties with guaranteed availability in 3,500 destinations worldwide. Even if you are already using Exclusively Hotels, joining Farebase will allow you to access both flights and hotels seamlessly from the same portal.

Why just look when you can book?

The Farebase Portal Website is a subscription based system.

**“We remove the burden of paper contract management by loading it into a machine readable database.”**



# Scriptwise

ScriptWise is all about managing your air fares inventory. We remove the burden of paper contract management by loading it into a machine readable database which can be viewed and booked online. We also take on the task of loading your special fares directly into the GDS platform and distributing them around your business. We then go on to manage this process and through our vast experience, we can act as your "aviation department". An outstanding reputation and state of the art systems are a great start but in the end it is about delivering results.

#### **The ScriptWise service includes:**

- Operations running six days a week – we're open when you are.
- A data team in South Africa – no overnight time delays.
- Quality control in London – highly skilled and easy to contact.
- 'Double Check' quality assurance service – over 99% accurate.
- Account management in London – local response and local market knowledge.

#### **ScriptWise delivers in three core areas:**

- Increase margins – Allow staff to see and sell all fares on a single screen.
- Increase service – Top IATA qualified staff deal with clients & colleagues, not just fare queries
- Reduce costs – more detailed information means fewer ADMs

#### **ScriptWise fare loading means nothing slips through the gaps:**

- All fare types loaded – CAT 35, ITX, and Corporate etc.
- Load direct to GDS or TelMe Technology.
- Full detail included – fares, rules routings and ticketing instructions. CAT 35 supplementary content service – special offers, one ways etc.

Delivering this service requires a great deal of expertise, rigorous quality systems and extreme attention to detail. TelMe ScriptWise has been in business for over 8 years and has major clients in the UK and across Europe as well as the USA and Africa. Major brands including Uniglobe, Advantage and Global Travel Group.