Travel.
Give customers an instant connection.

Highlights

- **Allows businesses to integrate industry-leading technologies in a wireless solution tailored to the travel and transportation industry**

- **Enables customers and employees to access travel or freight-tracking information and conduct transactions, via a dial-up or wireless connection**

- **Implements mobile solutions quickly and allows businesses to prototype and test a wireless solution, using IBM Quick Start Engagement**

Helping to meet the demand for instant connection

Delivering information and e-commerce transactions over the Internet to a mobile phone or other wireless handheld device is benefiting all segments of the global travel and transportation industry— including airlines, travel agencies, hotels, airports, car rental agencies, cruise lines, rail, and freight logistics. By implementing wireless solutions that meet the demand for instant connection wherever and whenever they want, these travel and transportation companies are able to enhance customer services and realize a stronger competitive advantage.
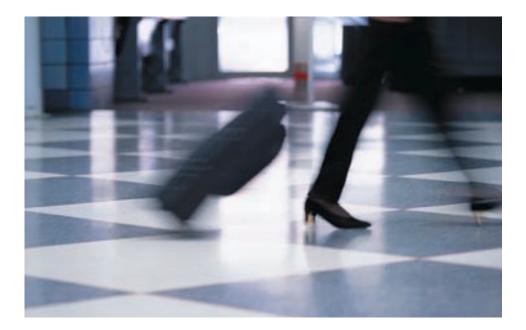
IBM is doing it today

IBM is taking a leadership role in providing the travel and transportation industry with wireless solutions. Already we have delivered mobile solutions to several airlines, airports, hotels and freight transportation companies. Together with IBM Business Partners around the world, including Wireless Service Providers, we can deliver a wide range of products, services and solutions, enabling companies and their customers to connect to virtually any device to virtually any network in a managed and scalable environment.

Whether your travel or transportation company needs to develop a complete e-business or just add a mobile component, IBM delivers experience and know-how in:

- *Consulting*
- *Integration*
- *Security*
- *Technology*
- *Operations*
- *Hosting and outsourcing*

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business

The IBM Business Innovation, Strategic Outsourcing and Integrated Technology Services professionals will work with your travel or transportation company to build mobile solutions to fit your individual needs. Our Travel and Transportation Solutions Center of Competency in Boca Raton, Florida, focuses in wireless solution development and delivery in this industry, and we have built travel-specific wireless skills in the UK, Italy, Switzerland and Japan.

Bring your business to the Wireless Web now

IBM is prepared to help travel and transportation companies make the move to mobile activities now, and provide a comprehensive wireless solution that can be integrated with your existing systems. To help you get started, IBM offers a comprehensive software platform—WebSphere Everyplace Suite—that integrates industry-leading technologies in a quality wireless solution tailored to the travel and transportation industry.

IBM WebSphere Everyplace Suite allows businesses to easily develop, manage and deliver Web and enterprise applications to a variety of devices, including mobile handsets, PDAs and other Internet appliances. Capable of integrating both wired and wireless technology, WebSphere Everyplace Suite delivers flexibility, centralized management and scalability.

Quick Start Engagement for Travel and Transportation

IBM Quick Start Engagement for Travel and Transportation, which leverages the IBM WebSphere Everyplace Suite, allows you to extend your services anywhere.

It enables your customers and employees to access travel or freight tracking information, and conduct transactions such as check-in or reservations, via a dial-up or wireless connection using IBM WorkPad,® Palm computing devices or Symbol handheld computers running the Palm operating system.

Quick Start Engagement is designed to help you rapidly prototype and test your wireless travel/transportation solution. IBM provides you with the key software components and services capabilities necessary to get your wireless project up and running quickly.

Deliver vital travel information faster

Via wireless hand-held devices and cell phones, airlines can now give travelers access to up-to-date flight arrival/departure information, same-day gate information and worldwide flight schedules and seat availability. Travelers can obtain a local weather report and driving directions before arriving at their destination. Both airlines and travel agencies can notify customers of changes that occur mid-travel and let them rebook themselves.

Promote e-commerce services

Wireless solutions enable companies to literally put a Web site—and their potential e-commerce capabilities—in every consumer's pocket. Airlines and hotels, for instance, can use wireless to communicate with customers to deliver customized messages, such as offering value-added services based on the customer's travel patterns.

Provide convenient airline bookings

IBM has worked with major airlines to develop services in which passengers can book their flights, check-in and select their seats using Wireless Application Protocol (WAP) phones, i-mode phones and Personal Digital Assistants (PDAs). For example, a mobile check-in service allows WAP phone users to choose how, when and where to check-in for their flight, avoiding check-in queues at the airport.

Empower your employees

Customer-facing employees in the travel and transportation industries are often on the move, and far from a desk. Wireless solutions which link mobile workers in airports, hotels and logistics firms with their back-end information systems keep them in touch and empowers them to act on up-to-date information, boosting their ability to serve their customers.

Gain a competitive edge

In all travel and transportation segments, mobile solutions give you unlimited reach to new and existing markets. While wireless computing is fresh new territory, untapped by many businesses, the advantage goes to those who get there first.

IBM is ready to help you "go wireless"

Today IBM is providing the e-business infrastructure that travel and transportation companies need to develop and deliver real wireless e-business applications. We also have the ability to roll out solutions to most geographies and to call on resources and experience from around the world.

For more information

Learn how you can extend your existing systems to reach new customers today. To read about our wireless experience in this industry, visit **ibm.com**/industries/travel. For more information about IBM Wireless Solutions, visit **ibm.com**/pvc or call your local IBM Representative.

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For Position Only

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