

# IBP INTEGRATED BUSINESS PLATFORM

IBP is a future-proof, unified customer-centric communications and booking platform for integrated resorts, hotels and travel agents to effectively engage with their customers. Designed to be evolutive and adaptive, IBP work across multiple channels, including popular social media integration like WeChat, APP as well as email, SMS and Chatbot, it provides enriched 360° customer experiences, and helps to attract and retain customers while increasing revenue. It represents the fastest option to any hospitality organizations to digitally transform their business while optimizing the ROI through proven technologies and practices.

## One Unified Platform



## Key Values

**One platform for multiple business unit collaboration to increase operation effectiveness**

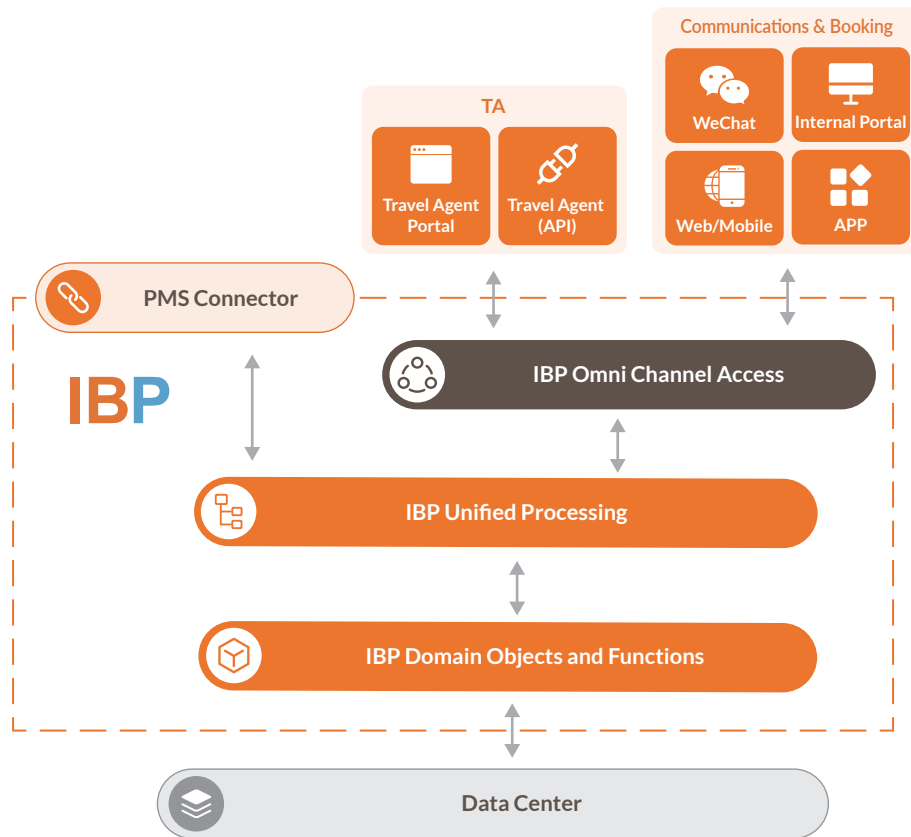
- Digital Marketing (E-Commerce)
- Revenue Centre
- Central Reservations Centre (CRC)
- Hotel Front Office, Check-in counter

**One platform for customer acquisition, retention and conversion across all business units**

- Advanced targeting and retargeting to achieve a high conversion rate
- E-coupons, QR code as cost-effective ways to reach and engage customers
- WeChat as a potential channel for sales growth opportunity
- Data-driven marketing solutions for effective promotional strategy planning and customer loyalty experience enhancement


# Solution Architecture


All integrations featuring push capability and secured RESTful APIs for multiple endpoints to access data. Organizations will benefit from the integrated program to meet security, compliance and operational requirements. The architecture serves as a all-purpose tool in improving the operational effectiveness and leveraging competitive advantages of the organization in the market.





High-level architecture for the integration between IBP and data centre

## Key Benefits

 Customization capabilities to meet the needs of the changing demands of your market

 Flexibility of sync and async data transaction

 Orchestration and pipelining of data transformations

 Message-queue processing to ensure transactional integrity and reliable messaging

 Advanced data transformations and event processing

 Support multiple end-points, internal and external portals