



## **LINKING TO JACOB**

JACOB can offer you the ability to have direct connectivity between your system and our Online Booking System. This is also known as Application Programming Interface (“API”) link, XML or Host to Host link. For ease, we will refer to it in this document as API.

The benefits of an API link are: -

- Short releases on all hotels
- Competitive rates in all locations
- Over 2,500 net rate hotels being added to your hotel stock
- Net rates mean that you can increase your margins and you collect the money so no more invoicing for commission from hotels
- Instant availability checks using real time allocations
- Bookings made instantly with confirmation number sent straight to you and your client
- Reduced costs for you as no interaction needed from your staff on booking
- No wasted time while waiting for on requests as only available hotels show (should you decide)
- Reduced data entry from directly contracted hotels
- Cancellations available online
- You chose which hotels you feature and in which order
- All hotels offered with full descriptions and two photos in the static XML data
- Regular static data updates available so you can add new destinations and hotels easily
- The link is seamless and invisible with your website – no switching sites

All major destinations are covered as follows: -

- Canada
- United Kingdom
- Central Europe
- Southern Europe
- Eastern Europe
- Scandinavia
- Baltic States
- USA

Please see the attached spreadsheet for details of our 3 year product plan.

## **How to Start Linking Systems**

- The use of the API is free (subject to a minimum usage), you are only responsible for the costs at your end of the programming so your system will accept data from JACOB with the help of our software experts when necessary
- You decide which form of API you would like – e.g. if your client can cancel online as well as book or can they just book online, this will depend on what you currently feature
- We will set a timetable together to have the API up and running – usually this takes about 30 working days
- We provide you with our Static data for all our hotels available through the API, this is loaded onto your Database/Web Server and your clients can browse the details of all our hotels and check availability
- During the programming process, we will offer any assistance required to provide you with a feed into our Hotel Database

## **Basic Booking Process - See attached Flow Chart**

- Once your client has entered their search details on selected dates, we will return to your system our **net prices** and availability
- You can then decide which hotels and in which order you display the results to screen
- You apply your mark-up by an automatic process and return that final price to your client
- Your client will select a hotel and book their specific room type
- On confirmation, our system will return to you a Booking Reference number to confirm any booking transaction your client makes to appear on your voucher
- You will be responsible for collecting monies and the issuing of your own vouchers

## **Reliability / JACOB Investment**

- We have invested heavily on the architecture and design of our In-House and On-Line reservations system
- It is being used successfully by numerous online companies
- The system is available 24/7 with full technical backup
- We have monitoring and alerting systems in case of any internet downtime, power cuts, etc.
- Our technical staff can access all Servers and key systems remotely, to undertake problem resolutions.

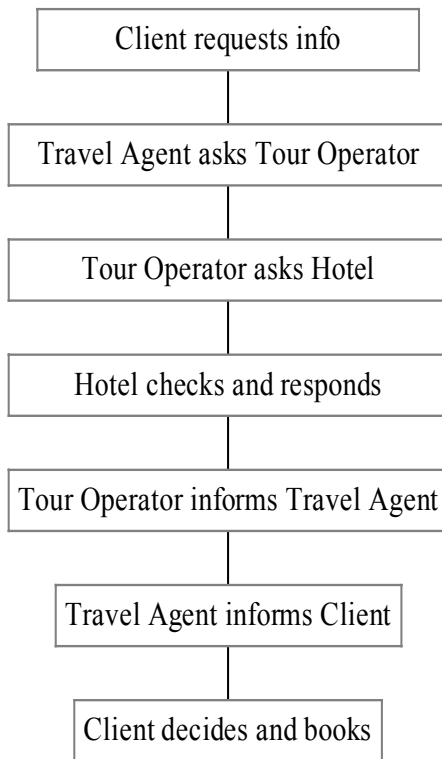
## **What Next?**

- We set up a meeting with your technical staff responsible for your Web and Database Servers to discuss the full XML API document
- A timetable is drawn up so each party can manage their end of the project
- We go LIVE !

**We look forward to linking sites and working together with you very soon.**

# Booking Process

**Traditional FIT Business - Average time per booking 2 - 3 days**



**Working with an API - Average time per booking 2 - 3 seconds**

