

# Adventure World

Case Study

Esker helps Adventure World move to e-commerce by connecting their central reservations system to vital overseas suppliers improving customer service, fast-tracking bookings and reducing costs.



## CONFIGURATION

- **Servers:** Sun Solaris Operating System
- **Clients:** International affiliates, Telecommuting Sales Network using laptops
- **Application:** Calypso Reservation System, Informix Database

**"My vision was to enable these offices to view a booking on a central IT system and update it with alternatives, to fast track and streamline the entire booking process and improve our service offering to customers."**

— Graeme Faulkner, IT Manager,  
Adventure World

**"It is an exciting milestone for us. Esker Software has helped us move into e-commerce, providing our suppliers with direct access to our reservations system."**

— Graeme Faulkner, IT Manager,  
Adventure World

**A paper trail, different time zones and ensuring the perfect holiday Adventure World is Australia's largest independent tour wholesaler for complex travel products, providing customers with exotic experiences such as a 20 day over-land trip through Africa or an expedition of discovery to the Antarctic or remote Subantarctic islands.**

## THE BUSINESS CHALLENGE

Organising the trip of a lifetime for a client meant an escalating paper trail between Adventure World's Sydney head office, interstate offices, retail travel agents and most significantly, through the company's affiliate offices in far flung destinations.

## SPECIFIC ISSUES FACED



Graeme Faulkner, IT Manager at Adventure World is also faced with the added complication of trying to do business in different time zones and offer local support to customers through the duration of their holiday. In 1999, Graeme decided to improve the paper trail situation and also take the opportunity to increase service to overseas affiliate offices in destinations such as Rio de Janeiro, Cape Town, Harare, Buenos Aires, New Delhi and Amsterdam, who facilitate booking procedures and provide a point of contact for clients.

Graeme explains "I wanted to place access to the reservation system into the hands of our overseas affiliates so that we could reduce time updating bookings at our Sydney head office and at the same time create an audit trail, ensuring every movement was tracked in the system."

## FINDING AN EFFECTIVE BUSINESS SOLUTION

Graeme continues, "The Esker product was so technically sound, we were prepared to wait for security. We knew of Esker's reputation for terminal emulation software and Tun Plus for Web-to-Host connectivity met all of our criteria, with one exception, security, which was still under development in the soon-to-be-released version.

We investigated a competitive product that would have fulfilled some of our requirements, but it was significantly more expensive. We decided Esker was a better investment and made a choice to wait for the security features we wanted. There was also no other browser-based terminal emulator with some form of encryption available on the marketplace, which made Esker's Tun Plus worth waiting for."

Graeme explains, "Eskers security is based on standards which include Triple DES security via an SSL proxy, so we can relax in the knowledge we have secure connections. Tun Plus is a far superior product because of this encryption, because the hardware required to run it is lightweight and ultimately economical. Esker Software also backed their product with a guarantee. If this new system did not work, they would not request payment until we were completely satisfied. I couldn't really go wrong."



**"Our requirements were stringent. We wanted a simple and secure way to deliver access to overseas suppliers, many of whom have little technical expertise, without us sending staff overseas to train them. A web browser based solution was the obvious answer."**

— Graeme Faulkner, IT Manager, Adventure World

**"Whatever issues we faced, we found the local Esker team supportive and keen to achieve a solution. Esker Fax runs so well we have never had to call on the Esker support staff."**

— Nigel Essex, Manager of Planning & Control, Sony Australia Ltd

#### **ABOUT ESKER SOFTWARE**

*Esker Software solutions connect people and information. Providing access to enterprise host systems and delivering business information from any enterprise source to any destination, Esker solutions include:*

- *Esker DeliveryWare Platform*
- *Esker Fax™, Esker VSI-FAX®, Esker VSI-FAX® for Notes and Esker Fax for Notes.*
- *Persona® by Esker, SmarTerm® by Esker and Tun@Plus by Esker.*

*Esker is traded on Euronext, the French Stock Exchange (Euroclear: 3581). With offices in North America, Europe, and Asia/Pacific, Esker has shipped over 80,000 document solutions and has a host-access installed base of more than two-million licensed users.*

#### **TUN PLUS - THE TECHNOLOGY SOLUTION**

Graeme continues, "Implementation was a breeze and the product is so easy to use. The central application for our users is the Calypso reservation system which is built around an Informix database, housing essential travel information such as hotel costs and the booking processes."

Tun Plus Web-to-Host runs a Java based terminal emulator inside a web browser, which means it can easily be downloaded from a web site and installed by the end user. Once it was installed, our users found the product is very easy to use. Just two clicks and their password and they are into the system! Our affiliates on the other side of the world now access and update the system so that instead of wading through a pile of faxes or emails when we arrive for work, we see the solutions entered and noted on the system whilst we slept".

#### **DELIVERING ON ROI**

Esker Software delivers remote access for sales representatives on the road. When Adventure World subsequently centralised their reservations offices to Sydney, Esker Software helped facilitate the move. Sales representatives in each state now operate remotely, linked to Tun Plus on their laptops so that when they visit retail travel agents they can dynamically promote Adventure World products.



They can check information to provide answers on the spot, resolve a problem with bookings immediately and run sales reports at any time of day. This reduces the workload at central reservations in Sydney and has ultimately reduced operating costs.

#### **WORKING WITH ESKER**

Graeme concludes, "We have high standards and know what we want to achieve. The local support Esker Software provides has been the key to everything running so smoothly. Most help lines in reality offer no help. Esker is always fast to respond, and their customer service is first class."



#### **For more information, visit Esker's Web Sites:**

- Americas ■ [www.esker.com](http://www.esker.com)
- Australia ■ [www.esker.com.au](http://www.esker.com.au)
- France ■ [www.esker.fr](http://www.esker.fr)
- Germany ■ [www.esker.de](http://www.esker.de)
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