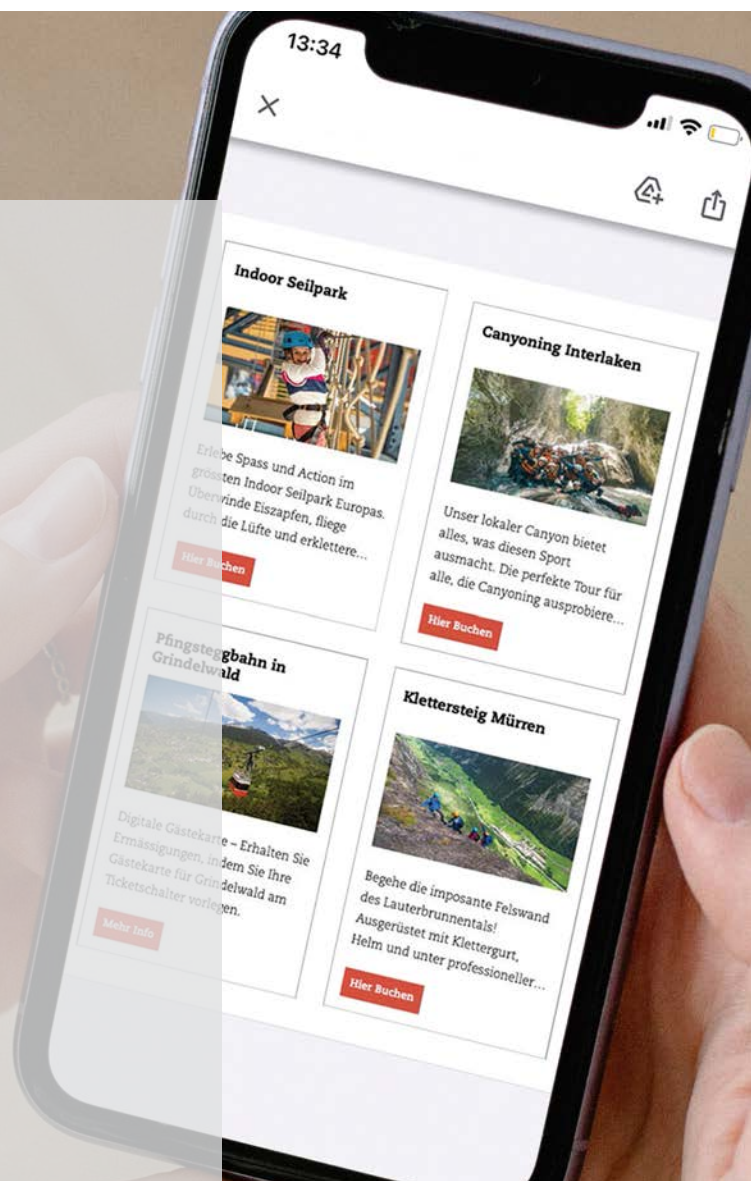


BOOKING WIDGETS

DIRECT BOOKING OF PARTNER ACTIVITIES

BECOME AN INTEGRATED
PROVIDER OF EVENTS
INCLUDING TRAVEL PACKAGE



The secret,
that is not a secret:

**PERVASIVE
MARKET
MANAGEMENT**

In 1995, Bob Frankenberg, CEO of Novell Inc. coined the term Pervasive Computing to describe the groundbreaking strategy in network technology. Access from anywhere, at any time for everyone. Frankenberg thus transferred the still largely unknown idea of the Internet into the technology of corporate networks:

No one had to know any more which server they were logging on to; the eDirectory still manages all access rights and any kind of objects in a network and grants users access according to their login.

PERVASIVE COMPUTING IS TODAY THE EPITOME OF UBIQUITOUS COMPUTING



In 1995, we in Europe smiled at Bob Frankenberg. In 2001, his successor at Novell, Dr. Eric Schmidt, adopted this strategy at his new employer, shaping everything we know of that company today: Google Inc.

Google's marketing and advertising strategy is based on the assumption that every conversion point should only be one CLICK away. No matter where the user is, when he places the click and how his access is forwarded.

Click rates bring no conversion rate

The guest must be able to reach and book the service provider immediately.

The guest should not be expected to search and click for a long time until he gets to the right place on a website.

We must carry the mountain to the guest and not vice versa.





Pervasive Market Management

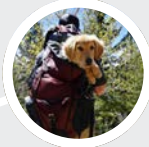
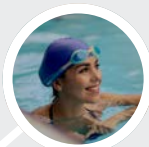
helps different platforms

- Destination pages
- Advertising portals
- Local websites of hotels, apartments and other service providers

to network with each other, to present offers uniformly everywhere, at any time, and to make them available.

Land in the central booking and eCommerce platform with one click and place orders and bookings.

PERVASIVE MARKET MANAGEMENT



CM STUDIO .eCOMMERCE-MANAGER

- Marketing activities, Guest card services
- Direct sale of event tickets and direct booking of services
- Integration of supra-regional providers such as *outdoor.ch*

DIRECT BOOKING OF THE SERVICE OR A TICKET

Booking widget for the Partner Booking Center

- The activity partner receives his own extranet access in the partner area of the booking center, where he can easily post his articles or services.
- Availability and prices are maintained here by the partner.
- Commission agreements with the destination can be stored centrally per partner by the destination.
- The partner maintains the data himself or can delegate this to the destination or the cloud operator as a service provider for a fee.
- The booking guest can trigger a direct registration of the V.I.G. Card in order to transfer the paid ticket digitally to his wallet.
- Interface with connection to Google Calendar is planned in 2nd phase.

BOOKING THE SERVICE VIA HOTEL PLATFORM

Promotional teaser and/or booking widget with offers to complete hotel booking

- On the connected booking instances, the hotels are given the opportunity to advertise activities and make them directly bookable.
- For this purpose, simple advertising teasers can be displayed with a link to the provider's website or direct booking widgets can be linked.
- The booking widget links definitively to the activity booking center of the destination and triggers a booking via the destinations marketplace.
- Advertisements can be booked and prioritized by the destination for a fee.

SERVICE AT THE DESTINATION

The digital combination ticket offers, for example

- 4 destinations » 1 digital ticket » Destination is the tour operator and seller of the combined tickets.
- Pricing and exclusive marketing rights are with the destination - no minimum allotments, just payment of individual prices when the ticket is redeemed electronically. This is where the CM STUDIO .GCM app from the Apple Store comes into play.
- The digital ticket is issued as a readable individual QR code or as a ticket upload to the guest's V.I.G. card via the destination's MARKTEPLACE CENTER.

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