

5 TOP TIPS FOR ENGAGING YOUR PERFECT TECH PARTNER

From shortlist to selection to long-term relationship



The world of travel is exciting.

The opportunities to make memories are endless, from ski to villa, guided tours to sailing holidays, travellers are increasingly looking to experience more. As a result starting, developing and growing a **strong relationship with your technology supplier** has never been more crucial.

There's a lot at stake, so it's vital to ask the right questions. From scope and scale to functional fit, commercial goals to future-facing technology, we've put together five top tips to help you make the right choice and build a successful, lasting partnership.



1



Know before you buy - Sales vs Substance

Talk to the people

Speak to multiple key people from the wider supplier team - Sales will only give you part of the answer.

Interrogate the tech

Drill down to the detail...is the platform powerful and agile enough to meet your business needs now and in the future?

Get proof of concept

It's truly the only way to know what you are going to get at the end of the implementation process.



Mind the gap

The functional fit of the platform is incredibly important.

There is no such thing as the perfect fit, but you should have a detailed understanding of any gaps as they'll dictate the cost of delivering the code and, ultimately, the cost to the business.

To maximise the value of your technology investment:

- Decide which gaps are deal-breakers
- Identify gaps which can be met by other, less costly solutions



2

3



Relationship is key

The implementation of a new reservation platform is a significant commitment, not just financially but for your team as well. Ensuring you have the **right people leading the relationship** on both sides is the key to a successful project.

Undertake a program of change management

This will help your team understand and feel comfortable with the changes the new platform will bring. It also provides an opportunity to identify any gaps in experience and knowledge that you may have so you work with your chosen technology partner to plan the best solution.

Understand team personalities

Personalities play a large part in the success of any project, so it's important to identify early on those who will add to or detract from the process and build your team accordingly.



Play the short, medium and long-term game

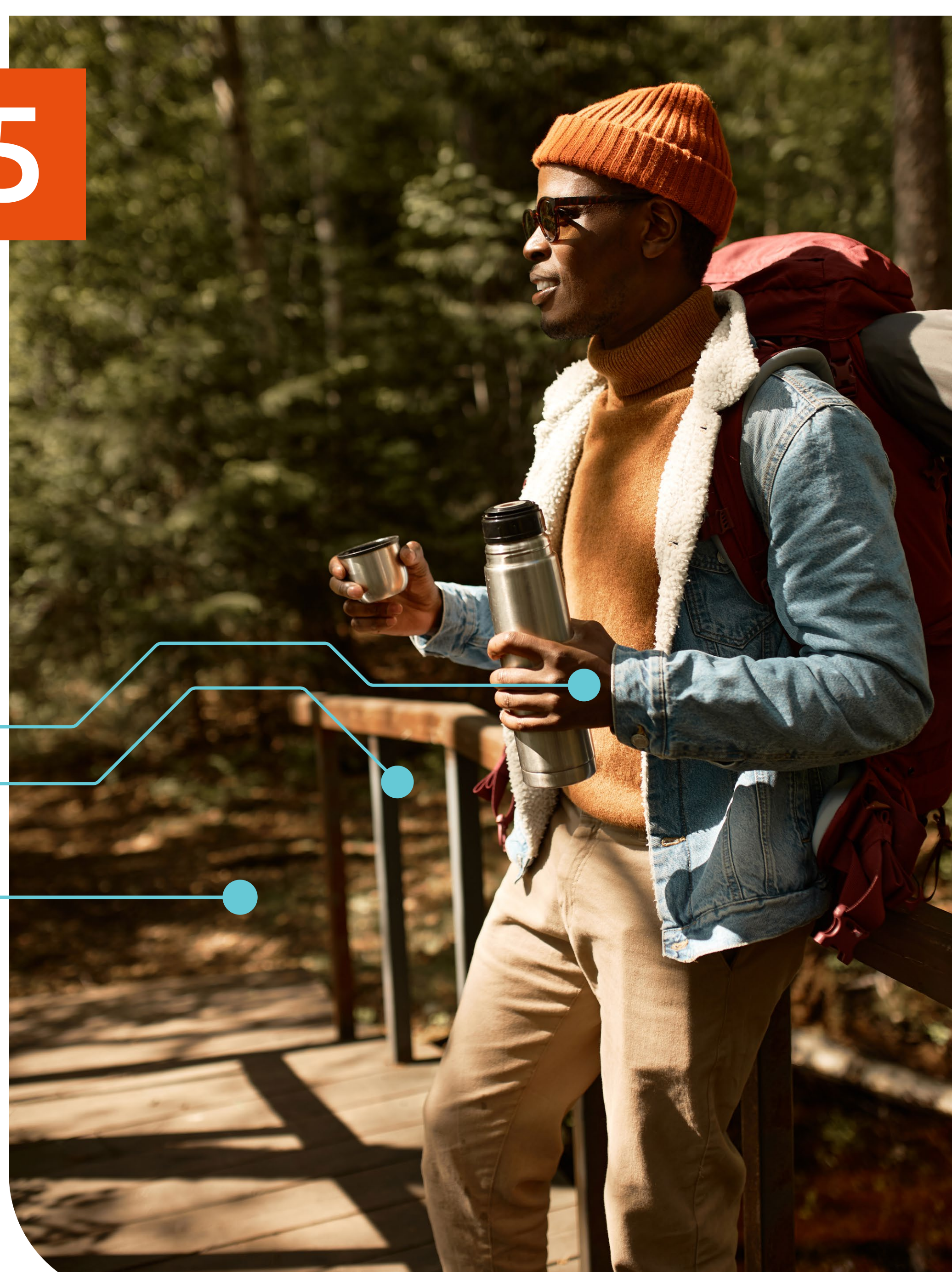
When discussing and planning for the costs of the new platform, think ahead – don't just focus on the implementation phase. **What your business and customers need** from the platform will no doubt grow, so consider:

- How much will I need to spend on annual developments?
- Will the platform be able to adapt with my needs?
- How much budget can I commit to the platform in the longer term?



4

5



What's next?

Once you have a good understanding of your potential platform and the team delivering it, what next? Selection and implementation is no small task, so you want to **make sure your platform of choice is futureproof.**

What does the platform have on its road map?

You'll need to establish where product development is focused and whether this aligns with your needs. From Cloud vs rack hosting, to data protection strategy and the latest and greatest emerging trends, discuss everything with your team and make sure that you are happy with the direction the platform is heading.

Like your travellers, you're good to go

Selecting a new platform is an exciting, transformative time for a travel business. With the right reservation system, you can hugely streamline processes, reduce costs and improve customer experience. Hopefully our top tips will help you make the right choice so you have the technology you need to thrive today and for many years to come.