



WEBPRO

Integrated Production & Promotion



Flight IBE 3.0



WEBPRO FLIGHT IBE 2.0

Would you like to increase your productivity and sales, and be constantly available for your clients? We suggest a unique and efficient solution.

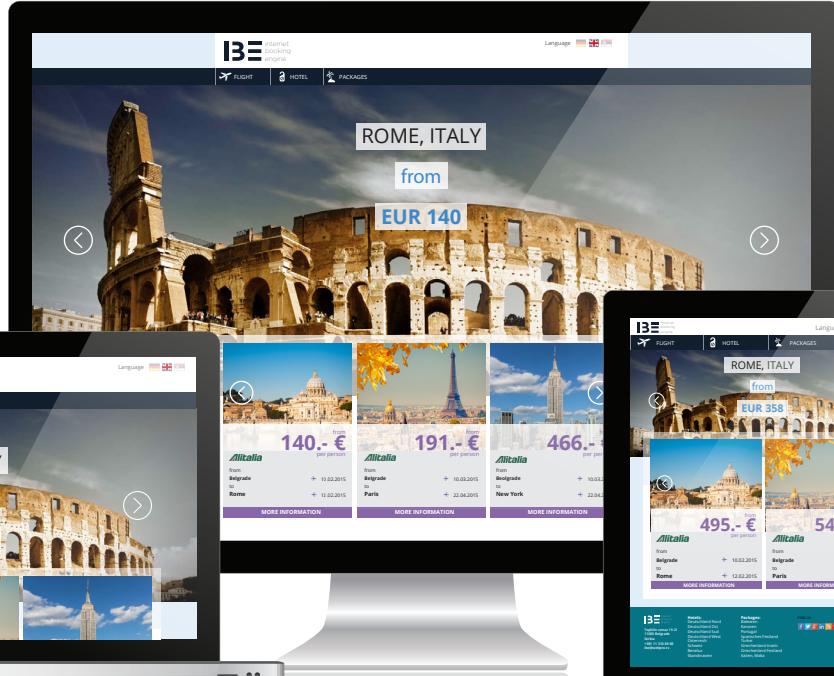
We found that the market is lacking a tool that would enable small and medium-sized agencies to independently enter or strengthen their position on the online market as well as offer their services, while at the same time have a clear picture of their own online business.

We have found a way to increase the presence of your agency on the Internet and thus your access to already existing and potential customers. Webpro Flight IBE is just one of the tools that enables small and medium-sized agencies to offer their services in the field of air transport to their customers at any time and from any place and thus increase their visibility and significantly increase the number of their clients. Agencies that already have experience with an online booking system have the opportunity to further improve their services and manage their business more efficiently.

When creating this software, our emphasis was not merely on the simple and clear purchasing process during which we tell the client all the necessary information regarding his trip. Our aim was to provide agencies with an easier way of managing their online airline ticket store and to provide the website visitors with a unique service.

Get to know the possibilities, be ahead of your competition. Become a market leader.





WHAT DOES WEBPRO FLIGHT IBE 2.0 HAVE TO OFFER?

Webpro FLIGHT IBE is a step further in the distribution of travel services on the Internet. Designed according to the latest trends, it is able to meet the demands of a modern and dynamic market and adapt to the needs of end users.

Responsive design that offers the possibility of adapting content to screen size while at the same time maintaining the functionality will help your services be available to more customers.

Webpro FLIGHT IBE includes advanced software management tools for booking airline tickets, options for multilingualism and sophisticated reporting systems and tools for marketing and promotions that can help you increase your influence in the online market.

The booking system for airline tickets enables your agency to provide customers with flights from the largest number of airlines (all IATA tariffs) in one place.

Absolute flexibility of the IBE at the request of the client in each of the four booking steps provides the user with unlimited possibilities. In addition, tools for price control and payment methods are supported as well, so you will never be at a loss.

Webpro FLIGHT IBE is available in three versions: **LIGHT, ADVANCED, CREATIVE**



Flight IBE LIGHT

Do you have an agency that is ready for new business ventures? Apart from your standard services, would you like to offer your clients an online purchase of airline tickets or to upgrade your existing online sales?

The LIGHT version of IBE can be quickly and easily implemented into your already existing website.

Flight IBE LIGHT contains:

- A booking process adapted to the user's visual identity
- An administrative module for adjusting basic parameters of the IBE
- A module for prioritizing airports and removing unwanted airports
- An advanced module for fee configuration
- Analytics module for analysing online business
- A module for automatic reporting on the results of online business on a daily, weekly and monthly basis
- A module for connecting to Google Analytics
- Support for the SSL certificate for secure transactions

Flight IBE LIGHT contains: IBE, control panel, reports and statistics.



Flight IBE ADVANCED

It's time to take another step in the sale of airline tickets on your site? To be more advanced, more modern and accessible to customers. And to manage your online store by yourself?

The ADVANCED version of IBE is a complete online store for the sale of airline tickets, which, apart from the IBE contains a Travel CMS that is used for creating and managing the store's additional content.

What makes the ADVANCED version so special:

- A booking process adapted to the user's visual identity
- An administrative module for adjusting basic parameters of the IBE
- A module for prioritizing airports and removing unwanted airports
- An advanced module for fee configuration
- Analytics module for analysing online business
- A module for automatic reporting on the results of online business on a daily, weekly and monthly basis
- A module for connecting to Google Analytics
- Support for the SSL certificate for secure transactions
- The possibility of creating a destination landing page with relevant price information
- Module for user registration
- The ability to combine different products on offer on the destination landing pages (if the offers are available through the Webpro IBE system)
- The entire booking process on the main domain
- Possibility of using existing widgets that are available in the system itself

Flight IBE ADVANCED contains: IBE, control panel, reports and statistics, CMS and widgets.



Flight IBE CREATIVE

Would you like to be a leader in online sales? Do you have a precise plan or an idea of what you want the sale of airline tickets to look like on your site?

If you prefer to create an IBE, according to your needs, this version of the IBE is right for you.

What Flight IBE CREATIVE contains:

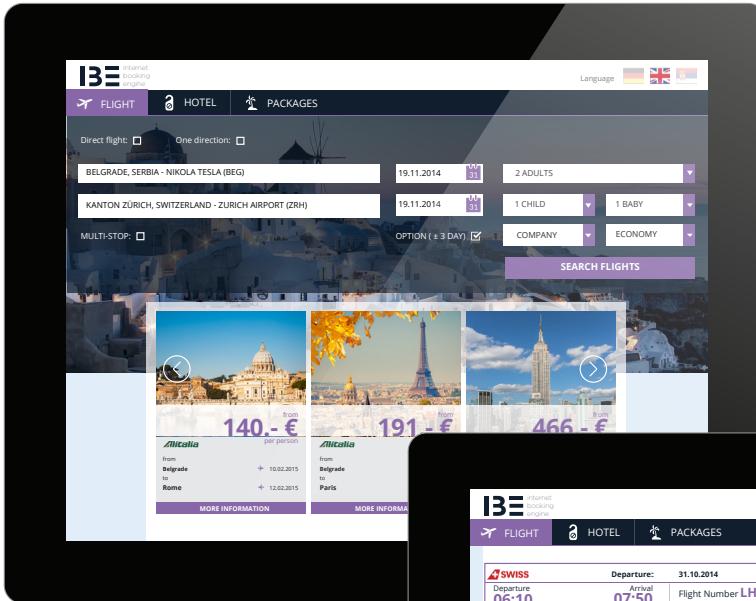
- A booking process adapted to the user's visual identity
- An administrative module for adjusting basic parameters of the IBE
- A module for prioritizing airports and removing unwanted airports
- An advanced module for fee configuration
- Analytics module for analysing online business
- A module for automatic reporting on the results of online business on a daily, weekly and monthly basis
- A module for connecting to Google Analytics
- Support for the SSL certificate for secure transactions
- The possibility of creating a destination landing page with relevant price information
- Module for user registration
- The ability to combine different products on offer on the destination landing pages (if the offers are available through the Webpro IBE system)
- The entire booking process on the main domain
- Possibility of using existing widgets that are available in the system itself



- Ability to create special tools as per the client's request, which can improve online business
- The possibility of modifying the user interface
- The possibility of adapting the entire booking process as per the client's request and in accordance with technical possibilities
- The possibility of carrying out existing customer ideas
- The possibility of completely adapting the entire system as per the client's request and in accordance with technical possibilities
- Ability to adapt the system to several markets within one domain

Flight IBE CREATIVE contains: IBE, control panel, reports and statistics, CMS and widgets and user demand.



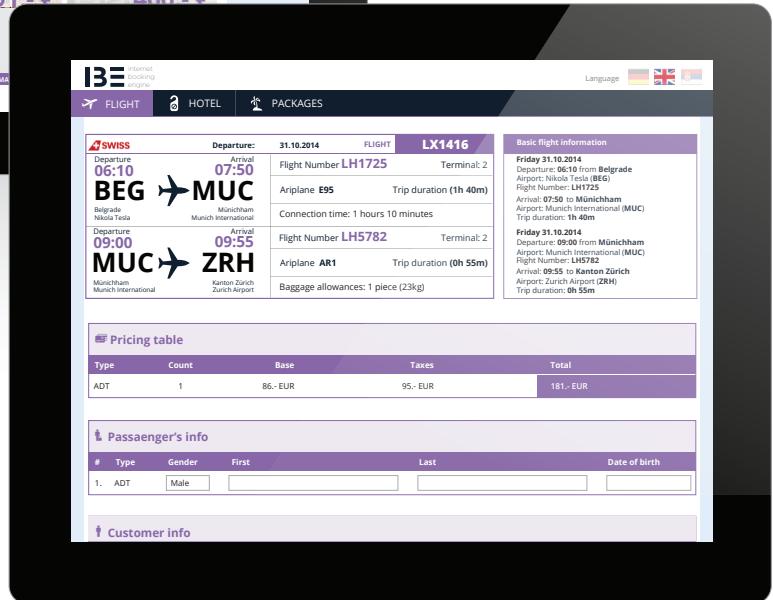


TRAVEL
INFORMATION
ENTRY

FLIGHT RESERVATION
AND DETAILS



FLIGHT
SEARCH
RESULTS



PURCHASING PROCESS

In Just Four Simple Steps The Traveller Can Book His Airline Ticket. Quick And Easy!

The Whole Process Is Simplified And It Only Takes A Few Minutes To Create A Reservation.

Step 1 - TRAVEL INFORMATION ENTRY

The first step of the booking process entails entering basic information about the trip, including:

- The place of departure and place of arrival
- The dates of departure and return
- Information on the type of flight (return flight, one way)
- Information on the type of flight (direct flight, flight with stopovers)
- Information about the passengers in three categories: adults, children and babies
- The traveller can search for a particular class (currently available classes are: economy, business, first)
- The traveller can search for available flights of all companies, or a specific one (currently, the system has over 670 airlines)

Options that can be activated in the backend:

- The traveller can choose the multiple destinations option. This option allows the customer to buy more tickets in one direction, without having to have related departures. The user has the option to buy the following combination for e.g.: Belgrade> Paris, London> New York, New York> Belgrade
- The user can also choose a regional airport search. The system proposes departures from alternative airports in order to reduce travel costs
- The “even better price” option with +/- 3 days (flexible travel dates) gives the user the ability to change the date of departure and return in order to save on the price



Step 2 - DISPLAY OF RESULTS

After a search is performed, the system will present results according to the search:

- The results are sorted by price, from the lowest price to the highest
- The system provides information on the number of remaining seats for the given price
- If the user has chosen flexible travel dates, i.e. the “even better price” option with +/- 3 days then the system will display alternative departure and return dates, as well as the amount saved due to the change of date compared to the cheapest price
- The system displays the first 10 flights and if there are more flights, then it is necessary to click the “show more results” tab. The system will emphasize what the maximum savings will be when you change the date, i.e. it will provide information about the exact savings for the chosen offer
- If the user performed a search for multiple destinations, the system will return results with a specification containing information on all departures and arrivals while the unit price will be the sum of all flights
- The system has the ability to combine flights of different airlines in order to obtain the best price
- Filters are available for filtering the results to help you easily find the desired flight connection
- Filtering is available for departure and return flights according to the following parameters: airline, departure time, duration of flight, type of flight (direct or with stopovers), and arrival time. If it's a one way flight, the filter option for the return flight is not available
- No matter what type of flight is in question, there is an option to filter prices
- With the combination of different filters, the system will hide results that do not match, i.e. it will display only the ideal results



Step 3 - OFFER CHOICE

By selecting a certain flight combination, the system leads us to the third step where the user has access to all the details of his trip:

- Information on the flight number, type of aircraft, permitted luggage on the flight as well as the tariff rules set by the airline
- The user is required to enter the gender, names, surnames, and birth dates of passengers
- The user is required to enter information about the customer and choose the payment method (via invoice or credit card).
- In-person and pay in cash options can be introduced
- There is the possibility of implementing external payment systems such as PayPal
- This step is located on the secure HTTPS segment and all traffic between it and the server is encrypted and protected to ensure the protection of data during and after the transaction
- Information is also available for flight meals, seat reservations. By entering the number of frequent trips the system notes the client's used mileage, which later provides him with various benefits with that specific airline



Step 4 - BOOKING CONFIRMATION

After filling in all the information in the third step, and if everything is properly entered the system proceeds to the next step:

- After the reservation is made, the system sends the user his reservation code (PNR) and the reservation is automatically visible in the reservation system
- On this page the user can find all the details about the flight he has just booked and review the information that is entered into the system
- For safety reasons, the system does not store credit card information, so the customer has to re-enter his payment information with each purchase
- With the entry of credit card information, the system prepares a PNR under a special credit card entrance. Data entered in this way in the GDS is encrypted and cannot be read
- At the client's request, this type of data can be stored in the database on the server and re-used if the user has a profile. An option for the automatic issuance of tickets is also available if the method of payment is by credit card
- Also, the system can be connected to profiles so that once a customer logs into the system the first time, the system recognizes his personal data and thus facilitates the buying process
- After a successfully made reservation, the system sends the client a confirmation e-mail



BOOKING PREVIEW

On the portal itself, a system for reviewing the reservation is available.

When a client makes a reservation he receives a PNR, i.e. his reservation code. By entering his reservation code, the system allows the user to see his travel details as well as information on whether the ticket was issued. If the ticket was issued, the ticket number is then shown. The customer can print his flight plan with the ticket number and exact times, which is a valid document the traveller can go to the airport with. User identification for accessing the system consists of customer names and a PNR that is unique for every reservation.

HOW TO MANAGE YOUR ONLINE AGENCY?

In line with the trends and needs of online business, Webpro Flight IBE has a whole range of tools that will help you track the progress of your store and be as present as possible in the online business. We will present each of the tools found in the backend of your store:

1. Dashboard > Statistics

The Dashboard > Statistics segment is an overview of the main developments in the IBE.

In addition to the chart where you can see the number of queries in the last 7 days, by day, there is a graph where you can see the number of reservations in the selected period by day.



All the data can be obtained for any period by selecting the desired date at the top of the page. The info panel summarizes everything shown on the graphs:

- Given time and date of the period for which the data was presented
- The total number of searches made in the system
- Number of searches made for specific dates (does not include optional Master Pricer +/- 3 days)
- The number of searches made with Master Pricer included. Each Master Pricer includes +/-3 days searches (the requested date, previous date and following date)
- The number of reservations for the given period
- The number of passengers with successful reservations
- The average service fee for the given period
- The total service fee for the given period
- Number of reservations in which the selected method of payment is via invoice
- Number of reservations in which the selected method of payment is via credit card
- Overview of reservations for the selected period. In the reservation review, the following information is available in table form:
 - PNR – reservation code
 - Creation date
 - Customer's name and surname
 - Number of passengers
 - The total ticket price
 - Total earnings
 - Average earnings per ticket
 - Payment method
 - Overview of the entire reservation
 - For the given reservations, a search can be made by the reservation code or by the name and surname of the customer



2. Dashboard > Advanced Statistics

The advanced statistics option is available as a separate panel. The following data for the selected period is presented:

- Domain name
- Date span
- Total number of queries
- Total number of reservations
- Total number of passengers
- Total turnover
- Total service fee
- Average ticket price
- Average service fee

These statistics include:

Number of bookings per location - tabular graphic display of 10 locations that were most booked.

Passenger age and gender statistics - tabular and graphical representation of passenger structure by gender and age.

Most searched destinations - display of 50 most sought after destinations as well as conversion of searches to bookings for the given period and destination.

Most booked destinations - display of the 50 most booked destinations, with a clear insight of the minimum, average and maximum price and the total service fee,



generated for the specific destination for the given period. Also, information about the conversion and the total number of searches and reservations for the given period is also available.

Booking made prior departure (in days) - Graphical display of information on the number of days prior to travel when the reservations were made for the given period.
Number of days between departure and return - the length of stay at the destination for reservations made in the given period.

Progressive time frame analysis (for booking) - an analysis that shows in which time of day most reservations are made. There are three graphs available with the following characteristics:

- Table with twenty-four hour division of the number of bookings for each hour
- Chart divided into thirds for every eight hours, in percentages and actual numbers of provisions in this part of the day
- Chart divided into the period before working hours, working hours and the time after office hours in order to have better insight into how many users make their reservations from the workplace.

Progressive time frame analysis (for search) - an analysis that shows which time of day a specific destination has the most searches.

Most booked (marketing) airlines / most booked (operating) airlines - these two parameters present the analysis of the company travellers prefer to fly with and choose when booking, as well as which companies perform reserved flights and in what quantity.

Payment types percentage – statistics of payment methods, i.e. how many people chose which form of payment.



3. Dashboard > System configuration

System configuration represents the basic settings of IBE through the administration panel:

- Entry of site or company name
- URL where the reservation process is taking place (e.g. domen.com/reservations)
- The company e-mail
- The company phone
- Company office hours
- Company address and contact details
- The company's system e-mail
- The name for the company's system e-mail - FROM information
- E-mail address of the person who should receive a booking confirmation e-mail
- E-mail address of the person who should receive daily, weekly and monthly reports

Administration panel for configuration of Flight IBE's functionality:

- The client's resident country
- Adaptation of the departure airport in forms on the site
- Display of the service fee as a separate item within the price calculation
- Ability to display the Master Pricer option +/- 3 days



- The number of results which the system displays in the beginning with the Master Pricer option +/- 3 days
- Ability to send tariff rules in PDF format
- Ability to send bills in PDF format
- The number of results displayed per page
- Minimum number of vacant seats that the system needs to point out for a specific price
- Maximum stopover time - all flights that have longer stopovers will not be displayed
- Minimum time to pay via invoice - all options before this time will not be displayed
- Ability to add an Analytics code with support for e-commerce tracking
- The ability to activate the option for more destinations
- The ability to activate the regional radius search option
- The possibility of activating the filter in the second search step
- Possibility of converting currency from primary to local. The available options are local banks / GSDs. Local bank users can choose whether they want the upper, lower or middle exchange rate, and whether they want the buying or selling rate
- The user can choose the required bank from the menu



4. Flights> Airport Customization

Airport customization provides the ability to give priority to certain airports when searching the airport, i.e. that certain airports are removed from the list in order to provide users with an easier choice.

This option has the ability of sorting by city, state and airport code of already entered cities for easier viewing of data stored in the system.

5. Flights> Airport Localization

Airport Localization is a tool that allows users to enter specific language alternative names of cities or states, thus, during the search the autocomplete option displays the name of the city/state that the user can then choose.

6. Flights> Service fee

The system for price control creates a rule that determines the formation of the final price. Depending on how the user wants to establish a price, a number of options that help in creating service fee rules are available to him:

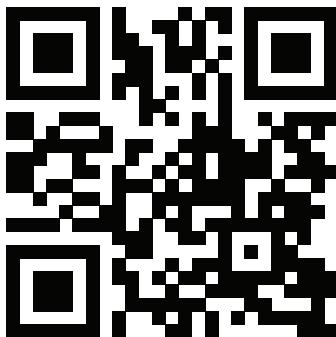
- Name of the service fee rule
- Option to show the rule as a separate item in the price calculation



- The option to apply the rule to the price or fee
- The option of making the amount act as a currency or as a percentage
- Assigning an existing cabin class to the rule (economy, premium, business, first)
- Assigning one or several price classes to the rule (X, Y, ZK) within one cabin class
- Option to apply the rule to a specific airline. Here the user can choose whether he wants the rule to apply only to the booked airline (marketing airline) or the company that carries out the transport (operating airline) or both
- Option to apply the rule only to the departing or only to the return airports, as well as the whole flight
- Option to define the rule by the time limit within which it is necessary to travel
- Option to define the rule by the time limit within the duration of the promotion or sale
- An option allowing the user to select whether the rule is displayed or not in the second step of the reservation
- Option to apply the rule in the Master Pricer option for +/- 3 days
- Choosing whether the rule refers to the PNR or to the passenger (there can be more passengers in a single reservation)
- The choice of applying the rule only to adults, children or babies, or to all mentioned
- The choice of applying the rule to one way, return, multi segment or to all mentioned
- Option of making the rule refer to the payment method (invoice, cash, credit card). The user can select all three options
- If the user selects the credit card option, then he chooses how much the overall amount will be increased and the manner in which it will be increased. The rise in the amount can be fixed or in percentages, and may relate to price, taxes, sfee, as well as a combination of these elements

An overview of service fee rules is available and can be easily changed. The information that is available when viewing a service fee is as follows:

- Rule name
- Airline
- From / To
- Direction
- Sales
- Travel Period
- Amount
- Payment method
- Created date
- Modify date
- Edit / Delete option



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