

# tramada<sup>®</sup> connect BI

Seamlessly integrated Business Intelligence for travel agents.



**DIFFERENTIATE WITH REAL-TIME  
BUSINESS INSIGHTS**

# Real-time business insights.

tramada® connect BI is accessible seamlessly from inside tramada® Premier. As your business grows and your requirements change tramada® connect BI will scale and grow with your business.

As a travel agency, it is important to ensure that you can adapt quickly to the myriad of reporting changes and requests that come from your customers or decision makers. With tramada® connect BI you can easily build custom reports when you need them without having to be a technical user.

Your customers can access reports online at their own convenience and trust that the data is up to date.

## Why choose tramada® connect BI:



Seamless integration to your travel management data within tramada® in real-time.



Differentiate your service offering by providing valuable insights into your clients' data.



Fact-based business decisions help you grow your business and that of your clients.



Timely access to business information with ad hoc reporting and active dashboards



Rapid implementation with standard reports offering for optional customisation



Proven solution without the cost and complexity of other BI solutions

## Feature rich, easy to use business reporting.

- ✓ Easy drag and drop report creation.
- ✓ Pre-set data views: Tramada has already created a number of views of the tramada® connect BI database that make reports from tramada data easier to build.
- ✓ Corporate and standard reports, included in the tramada® package, can be further edited and enhanced using tramada® connect BI or included in real-time dashboards.
- ✓ Exception reports enable users to do housekeeping, either scheduled or on-demand, on their data negating the need to manipulate data manually or through excel.
- ✓ Broadcast: All reports can be set up to automatically be sent out (email) to designated recipients at selected time intervals.
- ✓ Export: Reports and Dashboards can be exported to a number of file formats for use outside of tramada® connect BI. These formats include; CSV, DOC, PDF, RTF, Text, XLS, and Print.
- ✓ Provide report filter values at the time of running the report. Advanced filters enable users to set more complex data selection formulas with AND / OR logic.
- ✓ Calculated report fields with standard functions, case statements (WHEN/THEN/ELSE), and customized pre-set functions for Travel Agents such as real-time links to the Tramada data
- ✓ Visual alerts or highlights raised by Conditional Formatting within reports
- ✓ Queries and sub queries for more complex reports, such as year-on-year comparisons, reducing the number of reports that need to be created.



## Brilliant data discovery and visualisation.

Access and analyse data in real-time or schedule reports to capitalise on automation.

Data visualisation lets you see variances and trends in your travel management data with ease.

The right visualisation is there for you with over 47 different chart types to choose from.

Deeper insight is just a click away with drill through access to underlying data.

## Monitor business performance.

Combine high level reports into personalised and interactive dashboards to improve business decision making at all levels in your organisation.

Dashboards can also contain Key Performance Indicators (KPI) in order to allow quick and clear examination of actual performance.

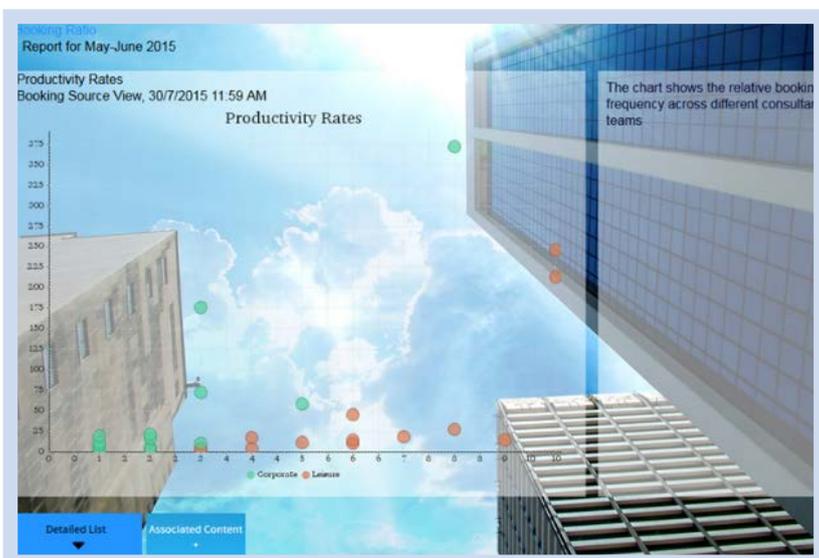


## Communicate your insights.

Leverage Storyboards to share insights with your clients and colleagues.

Storyboards are intelligent slideshows that combine fully functional reports as well as text, images and videos.

Each report maintains the interactivity that it was built with, allowing drill-through from within the storyboard.





**Georgina Byrt**  
Managing Director,  
Sanford Travel

### Sanford Travel

"There is no other product that does what tramada® connect BI does, in that, it operates within the Tramada environment seamlessly accessing system data in real-time. We see benefits in improved data integrity, significant time savings with client reporting and improved client relations and service differentiation by being able to provide valuable insights into our clients own data."



**Chris Cheyne**  
General Manager Corporate,  
Goldman Group

### Goldman Group

"Over the years we've looked at several Business Intelligence tools. All have pro's and con's, but our greatest sticking point has been seamless, real-time data integration for our Business Managers, and customers. Until now we've not found anything that can offer what we need, but tramada® connect BI has not only solved that problem, but has empowered our team to interact with our data in ways that we hadn't even considered before.

Combining the power and availability of our data, the time savings and increased productivity for our team, and an enhanced customer experience - tramada® connect BI is a real game-changer for us."



**Justine Beguely**  
Sales Manager,  
Gilpin New Zealand

### Gilpin New Zealand

"tramada® connect BI provides our clients with timely data insights into their business' performance. Our clients are enjoying being able to explore and interact with their data, which has been transformed into meaningful visual reports. Implementing tramada® connect BI has been rapid and hassle free due to its integration within the tramada® environment and with the professional consulting and support from Tramada."

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