

Vendia for Travel and Hospitality



In today's fast-paced travel and hospitality industry, falling behind on guest expectations can have immediate—if not devastating—consequences. As industry leaders embrace new business models and expand partnerships, the balancing act between secure data sharing and maintaining a competitive edge grows increasingly complex.

Data privacy regulations, manual workflows, and stale or outdated data create significant obstacles for data sharing, with communication breakdowns between partners leading to guest dissatisfaction and operational friction.

SOLUTION

A digital infrastructure for end-to-end data automation

Vendia offers travel and hospitality organizations a modern data automation platform that seamlessly integrates, reconciles, analyzes, activates, and observes data across distributed systems, applications, and clouds in real time. By replacing the need for multiple integration tools and custom development projects, Vendia helps organizations streamline their operations, improve data quality, and gain valuable insights.

BENEFITS

Vendia empowers operational teams, sales reps, and strategic partners with real-time access to the right data in any system of choice, automating strategic initiatives from loyalty points reconciliation to secure revenue sharing. This empowers hospitality and travel organizations to make informed decisions, streamline operations, and improve sales and revenue collaboration across distributed environments.

Unify guest experiences across brands, portfolios, & alliance partners

From reservations and check-ins to loyalty programs and billing, Vendia ensures that guest, operational, and financial data remains accurate and consistent across all systems, clouds, and applications, regardless of organizational structure or partner relationship.

Streamline multi-organizational transactions & loyalty programs

Deliver instant reconciliation and end-to-end workflows across multi-organizational loyalty programs and booking, settlement, and reimbursement processes with multi-directional data flows that integrate seamlessly across distributed tech stacks.

Maximize revenue-share strategies while minimizing compliance risks

Collaborate more efficiently with joint selling partners while ensuring compliance over shared data. Reduce exposure to risks with fine-grained access controls and consent management capabilities, keeping sensitive data protected at all times.

PLATFORM CAPABILITIES

01 Integrate

Enable seamless data sharing between hotels, airlines, and other travel partners

- ✔ Connect, ingest, and synchronize guest data across distributed system environments, from customer relationship management (CRM) to online travel agencies (OTA) and loyalty program management, in real time.
- ✔ Ensure data consistency and accuracy across all systems via unified data modeling and no-code data transformations.
- ✔ Automate routine tasks, such as reconciling bookings and payments, to free up staff time for more strategic initiatives.
- ✔ Ensure compliance with regulatory requirements by automatically sharing relevant data snapshots and audit results with regulatory systems.

02 Reconcile

Make every system a trusted source of truth

- ✔ Instantly reconcile guest bookings, account transactions, and customer data across distributed CRM environments, loyalty management systems, payment gateways, and more.
- ✔ Ensure all systems and parties are updated in real time, eliminating manual reconciliation efforts and reducing the risk of errors.
- ✔ Streamline the settlement process and provide a unified view of guest information to all relevant stakeholders and partners, improving collaboration and decision-making.

03 Analyze

Uncover operational insights in real time, any time

- ✔ Gain deeper insights into operations with real-time data connectivity to advanced analytics, data warehouses, data lakes, and machine-learning tools.
- ✔ Analyze guest behavior, optimize pricing strategies, and identify trends to improve business performance.

04 Activate

Move effortlessly from insights to outcomes

- ✔ Accelerate booking, settlement, reimbursement, and loyalty program processes to provide seamless partner and guest experiences.
- ✔ Empower informed decision making with user-friendly dashboard reporting, event-based notifications, and automated alerts.
- ✔ Identify trends, anomalies, and opportunities in real-time to optimize operations, resolve operational issues, and improve guest satisfaction.

05 Observe

Gain full visibility and control over data anywhere, everywhere

- ✔ Track data as it flows across systems, portfolios, regions, and partners to identify bottlenecks, inefficiencies, and potential risks.
- ✔ Protect sensitive guest data with fine-grained access controls, built-in compliance features, and robust consent management capabilities.
- ✔ Implement redaction, masking, and anonymization techniques to protect customer privacy and comply with data protection regulations.
- ✔ Monitor user activity and data usage closely with a 360-degree view of data across its lifetime.

USE CASES

Travel and hospitality organizations can use Vendia to enhance guest experiences, optimize revenue-sharing, and streamline multi-organization loyalty programs and settlement processes, among other use cases.

Travel settlement

Transform corporate travel booking, settlements, and reimbursement processes with a complete booking-to-expense solution and seamless consumer experience.

Loyalty program management

Simplify loyal program management complexity and extend loyalty points and benefits across alliance networks with instant data reconciliation and accurate settlement.

Revenue sharing

Maximize revenue and enhance customer experiences with more efficient code-sharing arrangements, automated settlements, and proper revenue allocation.

Business travel & corporate alliance

Streamline contract management, revenue sharing, and operational efficiencies with unified customer experiences across the global alliance network.

CUSTOMER STUDY

Delta Air Lines takes customer experiences across partner airlines to new heights.

Goal

Ensuring seamless corporate travel experiences across Delta's joint-venture (JV) partnership network.

Results

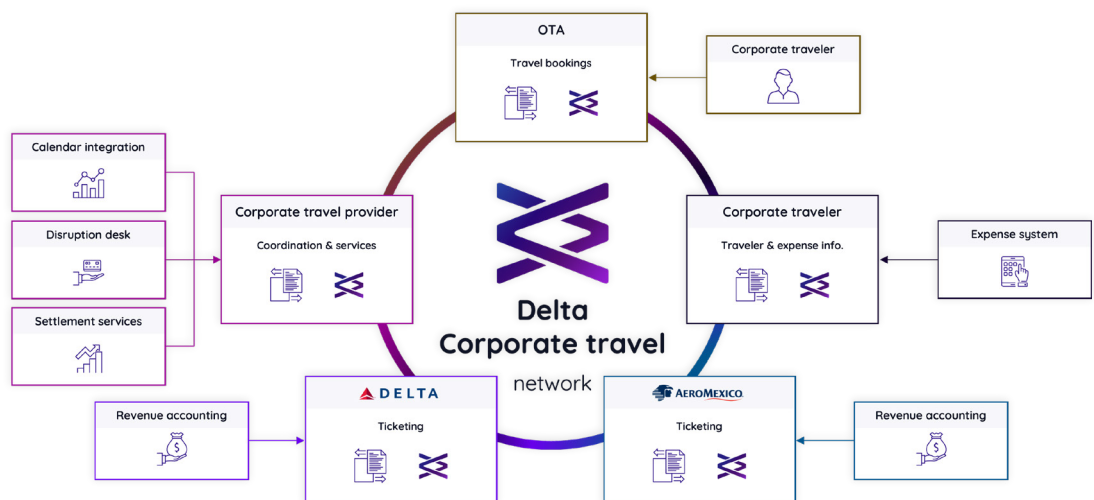
Seamless customer experiences

Faster, empowered sales teams

Accelerated partner initiatives

Solution

Delta and its JV partners use Vendia to connect and synchronize their CRM environments for relevant business updates in real time.



About Vendia

Vendia is the future of collective data intelligence, combining smart APIs, databases, and distributed ledger technology inside a single platform. Vendia's data automation cloud makes it easy to share data inside and outside of the organization in real time and with full visibility, governance, and control. Companies such as BMW, Delta Airlines, Resolution Life Insurance, and Fannie Mae use Vendia to automate contextual and compliant data flows between any-to-any systems for a harmonized, accurate view of data that unlocks speed, innovation, and cost savings. Learn more about us at [Vendia.com](https://vendia.com) and [#UnchainYourData](https://twitter.com/UnchainYourData) with Vendia.