

Alltours is the first company world-wide to plan and produce their catalogues fully automatically via the Internet.



Viva Customer Report: Alltours

The Company

As a fully independent tour operator, Alltours has been enjoying a solid and result-oriented growth rate since its founding in 1974. With a turnover of around 933 million Euro and 1, 290, 000 guests per year (financial year 2001/2002), Alltours is today the fourth largest German tour operator. The recipe for success is simple: high quality for a good value price. From the 2. 5-Star »Finca« up to the Five-Star Luxury Hotel, everything is in the program. The name Alltours has become for the customer a symbol of an ideal price-service relationship. This is thanks not least to strongly observant marketing, which has made the company philosophy »everything - but good value« well known throughout the country.

The situation

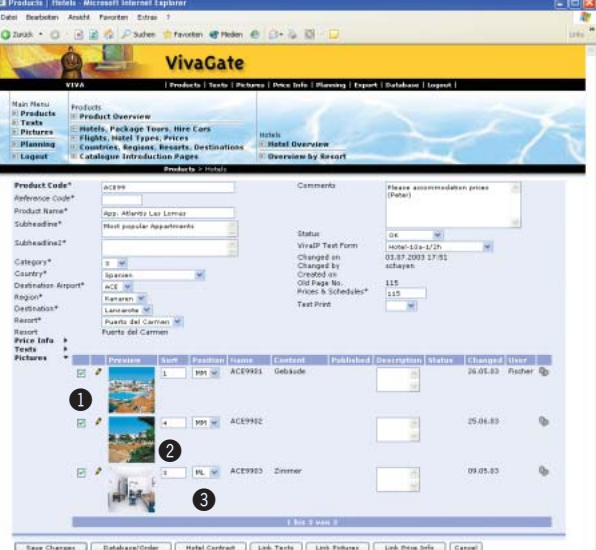
Even though the number of bookings made via the Internet is increasing, holidays are still mostly sold today through catalogues, which no tour operator can do without. The production of travel catalogues or price information booklets is synonymous with long production times and high costs. Travel catalogues have to be extremely accurate and up to date, and therefore are produced very close to their deadlines. For this reason in the tourist industry it is particularly important to produce catalogues as rapidly and efficiently as possible. The nearer to a short deadline a catalogue can be produced, the higher its competitive advantage.

The solution with VivaIP & VivaGate

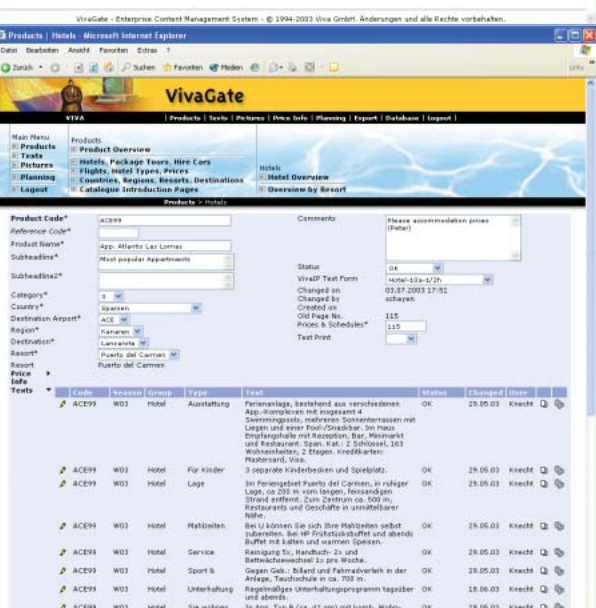
The Alltours Graphic Department has been working successfully for decades with the Repro House »O/R/T« from Krefeld in the production of their catalogues. Together with this Service Provider, Viva developed a concept which enables Alltours employees to create print-ready documents themselves. This happens immediately and without any prior knowledge of graphics programs or technical printing requirements for colored documents. The Graphic Designers ensure that the Purchasing Manager has the corresponding templates or content at his disposal.

Alltours Information System »VivaGate«

At the start of the project, Alltours possessed neither the tools for automatic production, nor any corresponding databases. All the catalogues were exclusively created in layout programs, which initiated many corrections. Therefore, particularly during the end phase of the catalogue production, there were enormous production hold-ups. Using VIVA tools, the Repro House »O/R/T« created structured data from their QuarkXPress documents, which were then imported into VivaGate.



VivaGate is the »switchbox« for the employee to create and maintain products, texts, pictures, prices and accommodation information.

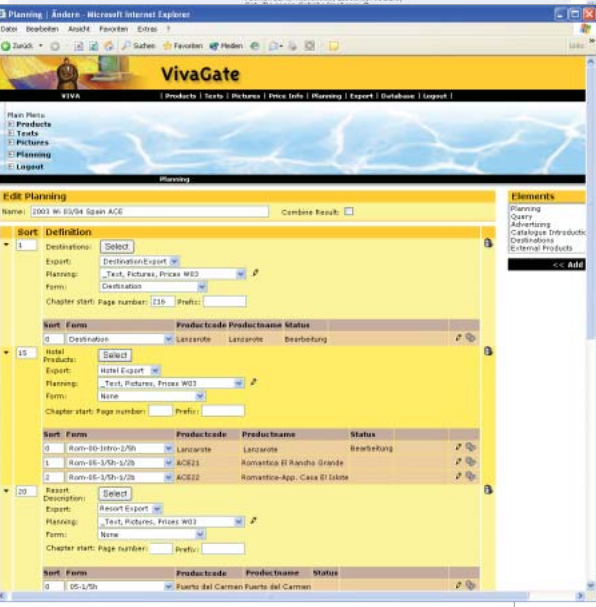


VivaGate is the browser based Enterprise Content Management and Planning System in which all booking and company data relevant to the catalogue are collated.

Since every PC at Alltours has an Internet browser and VivaGate requires no special Plugins or extensions, VivaGate could be used on every workstation without any installation. With its season-oriented products, texts, pictures and prices, VivaGate forms the platform for the Purchasing Manager to enter and manage all data. The user can create new products, alter existing products, edit seasonally oriented texts, select and apply pictures, and define pricing and accommodation. Thus all the possibilities for defining a tourist industry product are at hand, irrelevant of whether it is a hotel, a package tour, a hire car, a resort or a destination description.

A picture says more than 1000 words

Pictures play a big part in the creation of travel catalogues. The user can within VivaGate define which pictures ① appear in which order ② and their cropping ③ or alignment. Since the system ensures that in the placing of pictures white space never occurs, the Purchasing Manager has full control over the product's appearance, as if he were using a layout program. At any point the Purchasing Manager can by selecting a template get an immediate impression of exactly how the product will look in the catalogue. At a keystroke in the Internet he sees in a PDF the exact positioning of a product on a catalogue page. Thus the user can get an impression in advance of how, for example, a hotel could appear later in the catalogue as 1 to 1, as a 1/2-page or as a 1/4-page. On the basis of predefined templates, VivaIP decides automatically how the tourist product should be displayed. The same hotel can be presented quite differently, simply because the benefit »All Inclusive « was included.



The employee can create comprehensive catalogues in just a few minutes with the Planning system.

