SIEMENS

Embrace the **Digital and Sustainable Future** of the Tourism Sector

with our Digital Solutions & Services

siemens-advanta.com

Rising to the challenges: Building a **digital and sustainable future** for the Tourism sector

In the ever-evolving global environment, organizations in the tourism sector face numerous challenges such as reducing carbon footprint, enhancing operational efficiency, and optimizing costs. At Siemens Advanta, we understand these challenges and recognize that digitalization plays a crucial role in addressing them. By connecting the IT and OT world, we enable organizations to overcome these obstacles to become data-driven and sustainable.

1. **Increasing operational costs**

2. **Decarbonization requirements**

3. **Increasing user expectations**

4. **Data in silos from multiple stakeholders**

5. **Rising need for safety and security**

What does it take to solve your challenges?

We have had the privilege of working in the tourism sector for the past 25 years, specifically focusing on the digitization of various entities such as hotels, bed banks, travel agencies, and GDS global platforms. Our main objective is to create a significant impact for our clients by supporting their digital and sustainability transformation. We are developing IoT solutions that specifically emphasize differentiation and innovation. We support our clients to create unique digital processes, generate better ideas, and give them a competitive advantage. By continuously improving and staying ahead of the curve, we help our clients achieve a unique market position and value proposition through digitalization.
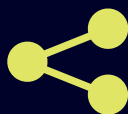
Digital products ideation & production

IT/OT convergence physical and virtual world

Joint design thinking with customer and ecosystem

Cloud & perfomance

Data engineering, Analytics & AI

Digital Services & Solutions
addressing your Challenges in the Tourism Sector

	Airlines Operators	Incoming Services	Tour Operators	Distribution Channels	Hotel Chains	B2B/C Platforms	Bed Banks
Digital Transformation	☑		☑	☑	☑	☑	☑
Advanced Data Management	☑	☑	☑	☑	☑	☑	☑
eCommerce & End-user Tools	☑	☑			☑	☑	
eDistribution & Ecosystem Integration	☑	☑	☑	☑	☑	☑	☑
Payment Platforms	☑	☑			☑	☑	
Back-end Tools		☑	☑	☑	☑	☑	☑

Digital transformation

Our Digital Transformation Service is your catalyst for innovation. We offer expert consulting, ideation for new products, and groundbreaking business models powered by disruptive technologies. Transform your organization and stay ahead in the digital age with our dynamic solutions.

- Consulting Services
- New products ideation
- New business models
- Disruptive technologies

Advanced data management

Elevate your data capabilities with our Advanced Data Management Service. We build corporate data lakes, deliver operational dashboards for real-time insights, and provide powerful forecasting tools for demand and pricing. Our market intelligence crawlers keep you ahead in the data-driven game. Transform your data into a strategic asset for growth.

- Corporate Data Lake
- Operational dashboard
- Forecast tools (demand, pricing, ...)
- Market intelligence (crawlers)

E-Commerce and UX

Experience the future of e-commerce with our tailored solutions. From B2C/B e-commerce portals and loyalty platforms to cutting-edge machine learning recommendation and cross-selling tools, we enhance user experiences and boost sales. Our 3D booking system and automated check-in/out streamline operations, making your e-commerce venture truly exceptional.

- e-Commerce Portal B2C/B
- Loyalty platforms
- ML Recommendation tools
- ML Cross-selling tools
- Intra-stay apps
- 3D Booking System
- Automated check-in / out
- ...

System Integration

BOOST-UP your business with our System Integration Service. We seamlessly connect with distribution platforms and meta-search engines, centralize inventory and booking data, and integrate across various sectors, from Auto to CRM. Experience streamlined operations and unleash your business's full potential with our comprehensive integration solutions.

- P2P connectivity with distribution platforms
- P2P with Meta-search engines
- Centralized inventory management
- Centralized booking repository
- P2P integration with Auto, Air, Ticketing, ...
- ERP, CRM, LMS, ...

Payment Platforms

We seamlessly integrate with payment platforms, centralize workflows with payment hubs, and prioritize PCI/DSS compliance and cybersecurity to protect your financial data. Transform your payment ecosystem for enhanced security and friction-less transactions.

- P2P integration with payment platforms
- Payment hubs
- PCI/DSS
- Cybersecurity

Backend applications

Transform your digital operations with our Bespoke Backend App Implementation. Utilizing intelligent automation, we enhance content management, pricing, product optimization, and revenue management. Empower your digital presence and drive growth with our tailored solutions.

- IA Supported content management
- Pricing management
- Product management
- Revenue management
- ...

What we **achieve for our customers**

At Siemens Advanta, we empower our customers on their digital transformation journeys by leveraging our expertise and the latest technologies. Our goal is to help organizations achieve the best outcomes in their digitalization efforts.

By understanding our customers' unique challenges and goals, we provide tailored solutions that drive efficiency, innovation, and sustainable practices.

End-to-End Service for Global Hotel Group Company
24x7 1B$ Hotel eCommerce Platform (25-year journey)

Real room reservation process allows customers to book the exact room where they will stay.

Supercharge two global bed banks
Supporting a B2B travel industry wholesaler to multiply their business by 3 in two years

Moving2Cloud and ensuring the business scalability
with search response time of <1s and supporting 100M searches per day

60%
increase in the conversion rate
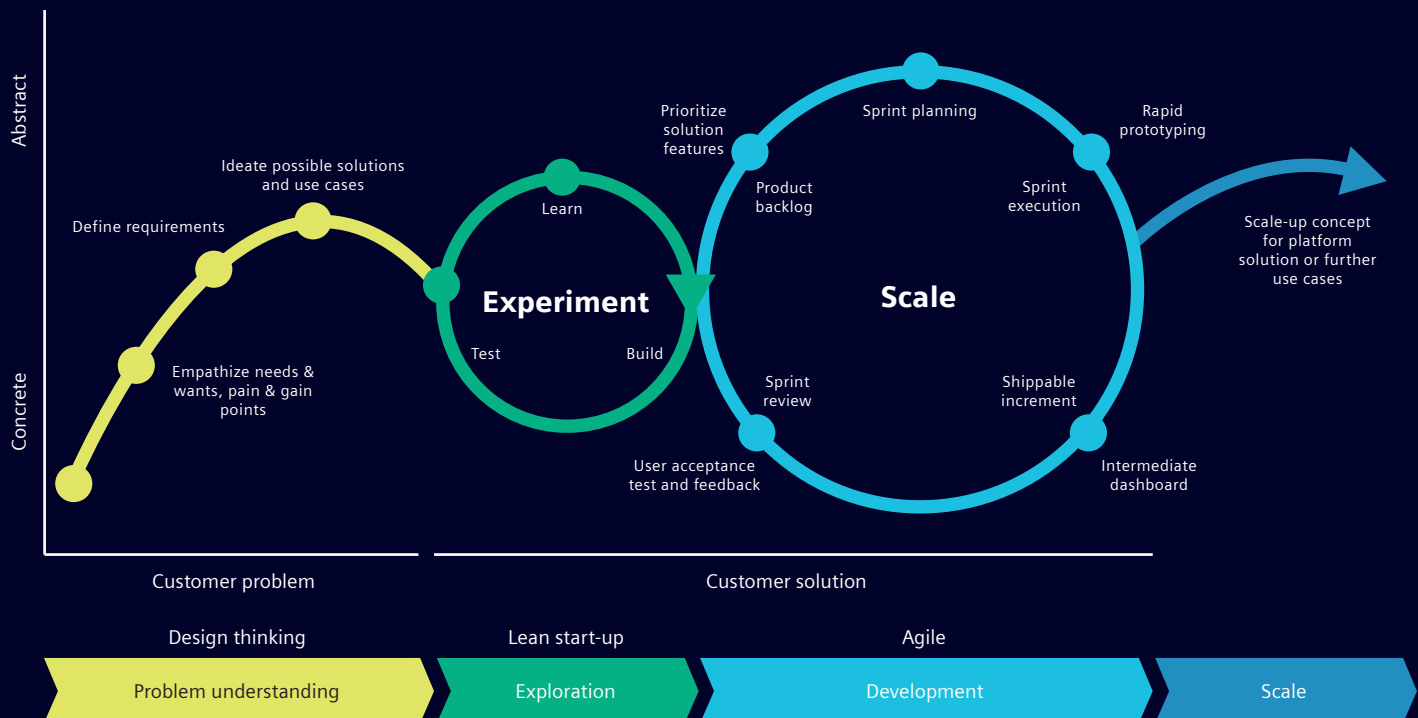
35%
increase in business capacity

700M$
revenue impact

Our joint transformation journey – from advisory to full smart & sustainable tourism solutions

From ideation to implementation, Siemens leverages its global expertise to guide clients through their digital transformation journey. As for smart ports, our offerings include a 360° assessment of the Port Infrastructure, prioritized use cases consideration of existing or planned systems to create a scalable Digital Core realizing all anticipated Ports improvements.

Furthermore, we manage the end-to-end implementation from sensors over 5G connectivity to System integration & Digital Platform deployment, streamlining the whole supply chain.
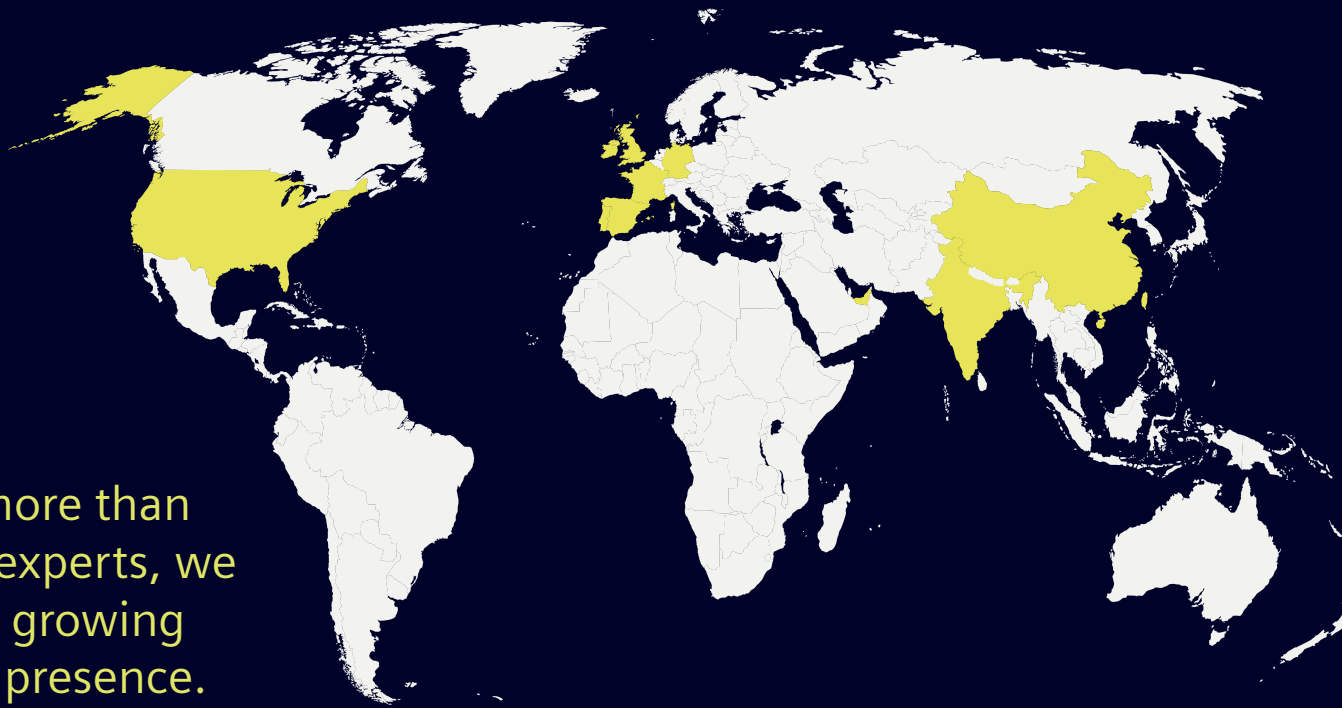
Who we bring

Our team at Siemens Advanta is comprised of industry experts with a deep understanding of the infrastructure sector and the latest digital technologies. With a passion for innovation, we bring a wealth of knowledge and experience to every project.

Collaboratively, we work to tackle complex challenges and provide tailored solutions for our clients. Trust our team to deliver exceptional results and guide you toward success in digitalization, sustainability, and beyond.

With more than 1,000 experts, we have a growing global presence.

Software developers and engineers

Data scientists

AI/ML experts

Database experts

Consultants

Security experts

UX/UI specialists

Solution architects

About Siemens Advanta

Siemens Advanta is a strategic advisor and trusted implementation partner for digital and sustainability transformations on an enterprise level. Drawing on the Siemens tech stack, Siemens Advanta delivers end-to-end solutions, from strategy and operations consulting to solution architecture and implementation.

With comprehensive expertise in IT and OT, Siemens Advanta combines extensive experience from Siemens' own transformation journey with an established reliability stemming from customer projects across diverse industries and countries.

By leveraging the power of Siemens businesses and its partners, Siemens Advanta helps customers unlock the full value of Siemens technologies across their entire value chain.

Headquartered in Munich, Germany, Siemens Advanta operates with a global network of about 1,000 employees in 18 countries and 47 offices.

For more information, visit **www.siemens-advanta.com**

Get in touch

Leverage our capabilities, infrastructure, and domain expertise to obtain the technology solutions you need to integrate the digital transformation and remain competitive and proactive.

Business request: advanta@siemens.com