



FOR IMMEDIATE RELEASE

## **ActiveVOS BPM and SoftConEx Revolutionize Airline Ticketing**

*SaaS-based Travel Templates Deliver Improved Quality and Pricing  
for Aggregators, Portal Operators and Business Travel Companies*

**Waltham, MA, October 27, 2009** – Active Endpoints, Inc. ([www.activevos.com](http://www.activevos.com)) and SoftConEx ([www.softconex.de](http://www.softconex.de)) announced today a combined offering of the companies' ActiveVOS™ Business Process Management System ([BPMS](#)) and Travice products that revolutionizes business processes for airline ticket consolidators, travel portal owners and business travel service companies.

Today, airline ticket global distribution systems (GDSs) like Amadeus®, WorldSpan®, Sabre® and Galileo® offer users programmatic access via low-level web services. However, these web services represent only a portion of automation required by an airfare consolidator or large business travel company and, of course, the low-level services differ from GDS to GDS. SoftConEx has leveraged its expertise in the travel business to create a set of application templates for delivering simultaneous access to multiple GDSs and combined that multi-GDS access with higher-level capabilities, like passenger-name-record management, fare availability and many different fulfillment tasks.

Once customized for the specific requirements of an individual customer, SoftConEx delivers the resulting business process application to customers via a software-as-a-service (SaaS) model that lowers the cost of issuing airline tickets, improves customer service and enhances transaction quality. Travice customers can either implement ActiveVOS BPM in their infrastructure to connect to Travice services or allow SoftConEx to host their ActiveVOS processes for them. Either way, customers rapidly achieve cost savings and make their businesses more competitive by being able to offer enhanced travel services to their clients.

“Our industry-specific knowledge has made Travice a leader in helping aggregators and, increasingly, business travel service companies respond to the need to more accurately, quickly and inexpensively process reservations and ticketing,” said Dennis Christiani, CEO, SoftConEx. “For example, a business travel service company may need to simultaneously access all the major GDSs for pricing and availability and then also compare the available fares against its clients' travel rules and policies. With Travice running on ActiveVOS, we can easily do complex workflows like this and also respond rapidly to customers' future needs.”

ActiveVOS delivers everything SoftConEx needs to design, model, simulate, test, deploy and manage process applications for the travel industry. With ActiveVOS 7, SoftConEx can use ActiveVOS's new Business Process Modeling Notation ([BPMN](#)) 2.0 modeler to present the customized workflow to customers in a graphical form they can easily understand. ActiveVOS's proven, high-performance Business Process Execution Language ([BPEL](#)) engine directly executes



the Travice process models and has already successfully processed millions of Travice transactions.

AERTiCKET AG, Germany's largest ticket wholesaler, has used Travice running on ActiveVOS to increase the service level it provides its portal partners and has also taken advantage of the ability of the ActiveVOS BPMS to easily change deployed processes in response to changing business conditions.

"Travice running on ActiveVOS allows us to quickly and easily make changes in our automated processes," said Jörn Block, Chief of Operations, AERTiCKET AG. "For example, when Lufthansa announced a new preferred fares policy, we were able to react to those changes in one day. The investment in Travice and ActiveVOS has definitely delivered payback."

Active Endpoints has made a wealth of information available on its websites to help development teams learn about [BPM](#). The company's website features an [Education Center](#) offering a full curriculum on BPM and an [In-depth](#) section with deep dives into BPM technology. The company's [BPM blog](#) also offers commentary, podcasts and webinar replay on BPM.

#### **About Active Endpoints, Inc.**

Active Endpoints' ([www.activevos.com](http://www.activevos.com)) ActiveVOS is the business process management system ([BPMS](#)) that development teams will love. ActiveVOS empowers project teams to create business process management ([BPM](#)) applications using services, making their businesses more agile and effective. ActiveVOS promotes mass adoption of SOA-enabled BPM applications by focusing on accelerating project delivery time with a complete, affordable and easy-to-use system. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

#### **About SoftConEx GmbH**

SoftConEx ([www.softconex.de](http://www.softconex.de)) is focused on consulting and implementation of next-generation applications for the travel industry. The company's Travice product consolidates major airline global distribution systems into a single customizable set of services. Travice-enhanced business process automation is delivered to consolidators, portal operators and business travel service companies via software-as-a-service, making it easy and affordable for customers to create and implement enhanced booking and automated fulfillment workflows.

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