



# RFP

Implemented Salesforce integrations  
**for a leading Travel IT provider**  
to help hoteliers smoothly manage Event RFPs

## About the Client

A top IT travel and tourism provider that offers global services

Provides varied technological offerings that boost the booking, ticketing, and pricing operations



Assists airlines, airports, hotels, railways, travel agencies, and tour operators by enhancing the overall booking and travel experience

## Business Needs



Enhance sales forecasting accuracy



Effective turnaround time for RFP responses



Parallel processing of multiple RFPs



Availability driven rates to enable revenue growth



Identify opportunity for top line growth using analytics

## Solutions



Created an integration framework to connect Salesforce CRM, Meeting Broker, Event Management, and other systems

Pulled ARI & Sales data for analytics and forecasting through integrations with internal and external systems

Built an orchestration kernel to reduce Salesforce load and facilitate central sales and parallel RFP responses

Created Salesforce integration with the meeting broker to make proposals available in Salesforce CRM

Achieved easy ARI access by integration with sales & events management system

## Technology Stack



## Business Impact

**COMPLETENESS** and **ACCURACY** of sales data **INCREASED BY 30%**

Identified **4+ REVENUE SOURCES**

**100% RFPs** being parallelly processed

Top line **GROWTH OF 15%**

Standardized **SALES PROCESS** ensured **0%** delay in the **RFPs** progress

## Cybage Travel and Hospitality



Lodging



Travel Distribution



Travel Retailers



Travel Consolidators



MICE



Specialty Lodging

Empowering hoteliers  
with an enhanced event RFP management system

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