

## Universal API: Open source technology for travel industry

NUPUR SINGH - New Delhi

Interglobe Technology Quotient (ITQ), BPO and IT services provider is introducing an open source technology called the Universal API (UAPI) for the travel industry in India. It provides the next level of platform over and above the GDS core. In the first release, Travelport GDS would be made available in the UAPI. The subsequent releases will enable other GDS an access through UAPI based on customer contract.

This technology would help the travel industry with

better content aggregation and management. JB Singh, president and CEO, ITQ said, "As the market is evolving, the customers have become more demanding and the travel industry has more pressure. We need to see that we are providing a strong and robust backing to our business and enable them to keep the business running more efficiently." According to the company, the platform is expected to be beneficial to the travel agencies in India as it would enhance the CRM capabilities and the service levels and lead to more productivity.



J B Singh

Anil Porter, chief technology officer, ITQ stated, "The

Universal API is an information boom that would make more information available to service the customer in a better way."

The solution has already been launched in four markets including Australia, New Zealand, UK and Singapore and is due to be launched in India and the US this year. Singh said, "Universal API is all about making the content available and distributing the same on the global platform. This technology would be a game changer for travel agencies and OTAs." Apart from this, the platform also pro-

vides an opportunity to the IT sector and software developers to enter the travel industry and provide their applications to further develop this platform and market the same globally. Speaking about the strategy of ITQ, Singh said, "ITQ has been posting steady growth in a structured manner. We would continue to evaluate how the industry and the needs of the industry are evolving. Our first and primary interest is to see that we are best positioned to serve the market as efficiently as possible." ■