

DataArt partners with Travelport to help bring its new hotel retail tool to market

[Vicky Karantzavelou](#) / 17 Jul 2017 09:13

DataArt is simultaneously delivering two versions of the Hotel Retail application that are compatible with Travelport's GDSs - Apollo, Galileo, and Worldspan.



NEW YORK, NY - **DataArt**, the global technology consultancy that designs, develops and supports unique software solutions, announced that it was selected by **Travelport**, a leading Travel Commerce Platform, to support continued development of its Hotel Retail product to provide travel agents with an advanced solution for hotel shopping and booking. This application is seamlessly integrated into Travelport's industry leading merchandizing solution, Travelport Smartpoint, providing a better experience, accelerating agent efficiency and productivity by delivering access to everything they need in one simplified and consolidated workflow.

The partnership began in August 2016, when DataArt was brought on to evaluate the solution that Travelport was planning to launch to the market. The DataArt team developed the prototype of the application, guiding the evaluation of the technology stack required to

deliver the product's functionality ensuring that it met both Travelport and its partners' business needs.

"We chose DataArt to execute a proof of concept (PoC) aligned with our strategic initiative. The goal of the PoC was to validate complex hotel content sourcing and shopping via a new agent application. Using rapid prototyping and customer feedback in a very condensed timeframe, we were able to refine the offering for our target market and confirm the business case. DataArt is now assisting us in bringing this product to market," said **Jennifer Smith**, Chief Product Owner, Hospitality Retailing, Travelport.

The new graphical interface provides all the key hotel rates that agents need – corporate negotiated, consortium, and also the newly released Travelport Exclusive rates. Additionally, key hotel details, ratings, photos and room amenities are easily accessed in the same view. An outstanding combination of Travelport's APIs and a custom adaption of Travelport's HCP (Hotel Content Plus) enables the application to receive key hotel details in seconds.

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Original article can be found here: <https://www.traveldailynews.com/post/dataart-partners-with-travelport-to-help-bring-its-new-hotel-retail-tool-to-market>