



DataArt bridges data gap between JacTravel and TotalStay systems

Technology consultancy DataArt has completed the implementation of a "data consolidation" solution for JacTravel.



'Smooth integration' - DataArt completes data project for JacTravel following TotalStay acquisition

The solution merges the data from two reservations platforms, following [JacTravel's acquisition of TotalStay](#), enabling JacTravel's commercial management to work with data that is "transparent and makes decision-making faster".

The collaboration follows recent news of JacTravel's listing in the [Sunday times Top Track 250 list](#), where the bed bank came in 56th place, with sales of £288.9 million.

Charlotte Lamp Davies, vice-president of travel and hospitality, Europe at DataArt, said: “The challenge was to provide a technical solution that would help to enable a smooth integration of TotalStay with JacTravel. The resulting solution has significantly reduced the investment of both time and capital in bringing together the two distinct systems, making JacTravel’s acquisition a success and providing a platform for the company’s continued growth.”

DataArt claims its solution means duplications are avoided, and that JacTravel can now process data more effectively due to the data being combined in a single warehouse, and made available to users for analysis through new business intelligence tools."

Nick Williams, chief financial officer of JacTravel, said: “Realising the full value of a new acquisition is always a significant project. It requires integration of systems, but also of different work cultures. DataArt’s solution helped us to look at the business as one entity, with seamless integration of trading data from multiple platforms.

"Beyond making the integration of TotalStay with JacTravel easier, this new system will help JacTravel to remain a market-leader in the online B2B hotel booking marketplace - and to continue its strong growth.”

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