



## *Technology solution to help enable JacTravel's post-merger growth*

Published: Monday, 09 January 2017 12:00

DataArt, a global technology consultancy, today announced a successful implementation of a data consolidation solution for JacTravel. The solution merges the data from two reservations platforms, following JacTravel's acquisition of close competitor TotalStay, enabling JacTravel's commercial management to work with data that is transparent and facilitates faster decision-making.

Charlotte Lamp Davies, Vice-President of Travel & Hospitality, Europe, at DataArt said: "The challenge for DataArt 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's solution avoids duplications and allows the firm to process data more effectively, as it's combined in a single warehouse and made available to users for analysis through new business intelligence tools.

Nick Williams, CFO 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."

He concluded: "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."

Original article — <http://www.incentivetravel.co.uk/technology/37210-technology-solution-to-help-enable-jactravel-s-post-merger-growth>