



**MELONWEB**  
KNOWLEDGE SOLUTIONS

**FatWire**  
SOFTWARE

**A cost-effective approach for personalized DMS**


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## Forrester Wave 2006

Figure 6 Forrester Wave™: Persuasive-Content-Centric Applications, Q1 '06





Strong offering  
Weak offering  
Risky Bets  
Contenders  
Strong Performers  
Leaders

Stellant • Vignette • Tixson  
Open Text • Interneuron  
Hummingbird • IBM • FileNet  
EMC  
Hyland Software  
Xerox • Mobius •


Weak Strategy → Strong

“With an almost exclusive focus on persuasive content, and strong Web content management, reporting and analytics, and multichannel content delivery, FatWire established itself as the **sole persuasive content application Leader.**”

— March 2006






## Fact: There is no „typical“ traveler!



“...each consumer is unique, demanding, and engaged: a **unique** individual with demands that reflect that **individuality.**”

Phil Stokes, PwC, Nov 2006

## Fact: Savvy web consumers have new demands


The **2<sup>nd</sup>** Generation **Customer-centric** Web

„Users expect the web sites they visit to be smart enough to **anticipate their needs.**“




— Bob Boiko, *The Content Management Bible*

“In the age of the empowered consumer, people simply **won't do business** with companies that make things difficult.”

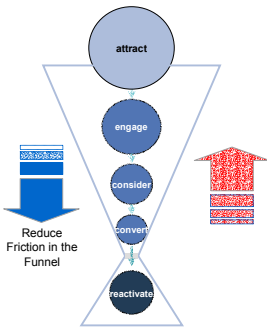
— Forrester Research



## Fact: The typical "one-size-fits-all" travel site

## A sorry state of affairs





attract  
engage  
consider  
convert  
reactivate

Reduce Friction in the Funnel

Increase Conversion Rate

“Figures show that **67% click off** pages because they encounter difficulties and of those, **35% go direct to competitor sites.**“

Craig Hanna

**“We aspire to do what a great travel agent does, which is come up with **great ideas** and **inspiration** for what travellers can do.”**

*Dara Khosrowshahi, CEO of Expedia, Inc.*



## The evolution from 1<sup>st</sup>-Gen to 2<sup>nd</sup>-gen Web

Product/organization-centric	Consumer/audience-centric
Centralised control	Shared control
Passive audiences	Active audiences
Display a message	Nurture a conversation
A read-only web	A read/write web
Get visitors to do what you want	Help visitors achieve their goals
Linear path to transaction	Non-linear, multiple paths to transaction
Channel conflict (or indifference)	Channel transparency



## Functional factors for success

- **Attractive content (multi-lingual)**
- **Ease of use!**
- **Personalization of content + services**
- **2-way interaction with visitors** (web 2.0 features: wikis, blogs, groups of common interest, etc.)
- **One-to-one marketing** (recommendations, promotions)



## Personalisation

“Personalising a customer’s online experience results in increased online sales because the brand is recognising the customer’s unique preferences and needs. This personalised approach should save the customer time, deliver valuable information and offers based upon past experiences with the brand, and hopefully entertain them through the entire process.”

– Jon Mamela, Director Relationship Marketing, Fairmont Hotels



## Technical factors for success

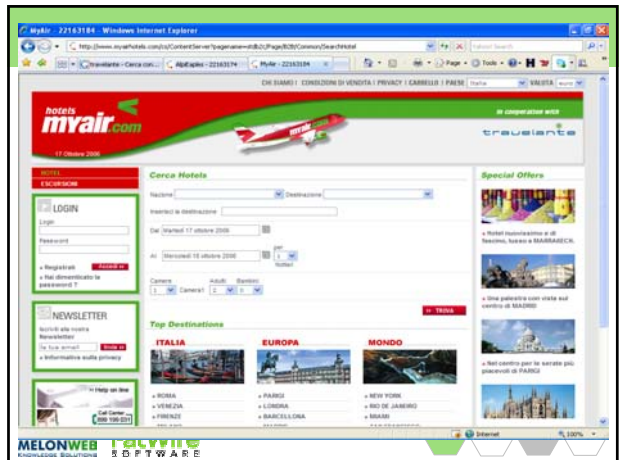
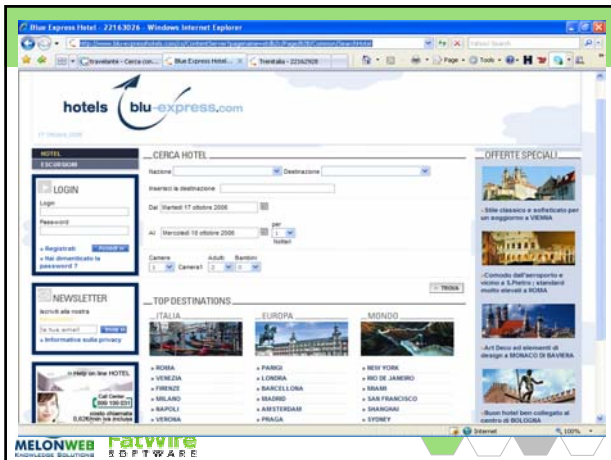
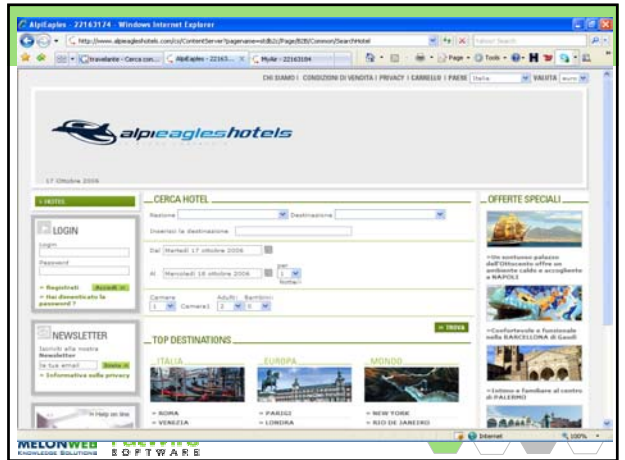
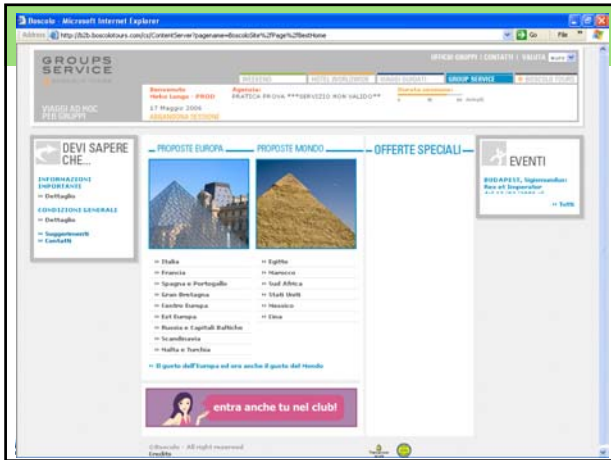
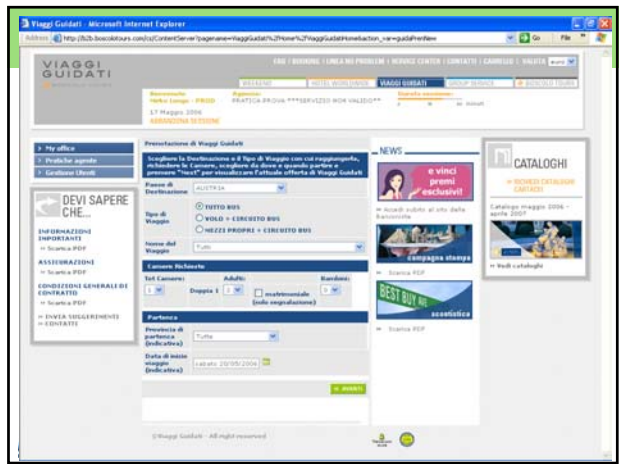
- **Seamless content management + content delivery**
- **Delivery to “multiple channels”** (web, email, SMS, PDAs, digital TV, etc.)
- **Easy content personalization (by business people)**
- **One-to-one marketing** (recommendations, promotions)
- **Easy creation of wikis, blogs, forums, etc.** (web 2.0 features)
- **Detailed Analytics for all delivery channels**
- **Interoperability with backend systems** (ERP, CRM, Billing, Intranet, ...)
- **Extreme scalability**
- **Technology independence** (any OS, app server, DB server)

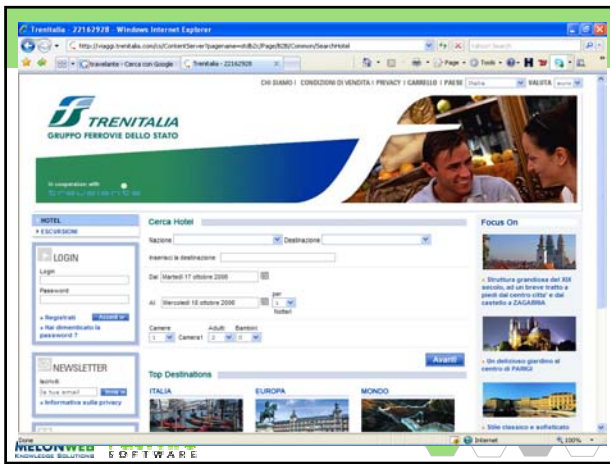


## Cost

- **One DMS with advanced features: €€**
- **Ten DMS with advanced features: 10x€€ ??**







## Boscolo Tours

- As one of Europe's premiere operators, Boscolo Tours develops pre-packaged and **customized** tours for nearly **five thousand** travel agents.
- Through its network of travel partners, Boscolo coordinates **services for over 120 consumer portals** including some of Europe's most widely-known providers such as Travelante, MyAir, and Blu-Express.

The screenshot shows the Holland.com website. A green box highlights the following statistics:

- 26 country sites
- 45 special interest sites
- 13 Languages
- Objects Database (25,000 objects)
- 59,000 pages online
- 13 Templates
- Edited centrally
- Input by
  - Head office
  - Country offices
  - Local Tourist Boards
  - Partners
  - Consumers

The website interface shows a search bar and a list of countries including: Argentina, Belgia, Belgique, Canada, Česká republika, China, Danmark, Deutschland, España, France, Hong Kong, Ireland, Italia, Japan, Korea, Nederland, Norge, Österreich, Polska, Schweiz, Suomi, Sverige, Taiwan, United Kingdom, USA.

The screenshot shows the Holland.com website with a search bar and various travel information sections. The 'Home' section includes 'WELCOME TO HOLLAND', 'FLY TO THE BIFURK', 'TIPS FOR TRIPS', and 'SHOPS'. The 'All you can book in Holland' section lists various countries and regions.

The screenshot shows the Holland.com website with a search bar and various travel information sections. The 'Home' section includes '내일엔 뭐 할까?', '가을 여행의 매력', and '가을 여행의 매력'. The '가을 여행의 매력' section includes '가을 여행의 매력' and '가을 여행의 매력'.

The screenshot shows the Holland.com website with a search bar and various travel information sections. The 'Home' section includes 'Book your hotel now!', 'Location', 'Food', 'Nightlife', and 'Architecture'. The 'Book your hotel now!' section includes 'Location', 'City', 'Region', 'Class', 'Arrival', and 'Departure'.

## A single DMS platform

- Build one DMS
- Replicate that DMS as many times as required
- Customize wherever required
- Manage everything centrally

Create once → Replicate many

## A single DMS platform



## Select Travel Industry Clients



## Thank You!

For more information

panagiotis@melonweb.gr

## Explicit personalisation



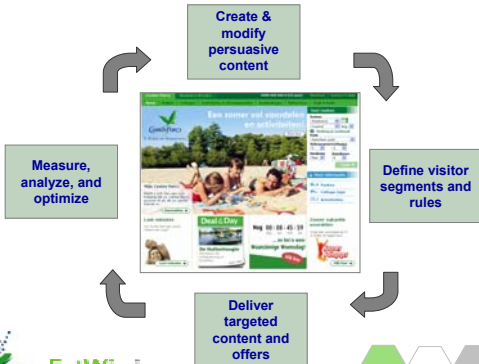
- Unknown visitor: Wide range of recommendations
- Registered user in "Family and Kids" segment
- Registered user in "Culture and Art" segment

## Implicit personalisation



- Home page promotions window changes based on geography, search term, cookie, referring site, etc.

## 2nd generation Web Content Management



## Newest Success: Mexicana Airlines

### Profile: Mexicana.com



#### Highlights:

- Launched new site on FatWire 18 August
- First week results:
  - Average 35% daily sales increase over previous week
  - Average **65% daily sales increase** over same week in 2005
- Reduction of reliance on webmasters
- A „full circle“ FatWire customer, with Content Server, Engage, Analytics, and Satellite Server
- FatWire selected over Stellent, Documentum, Microsoft, Oracle, and upgrading to Vignette V7

## Travel & Leisure Customers

### Profile: Club Med

Travelers can discover and book their all inclusive Club Med Vacation



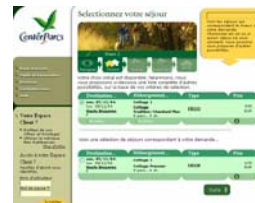
#### Highlights:

- Provide travelers with rich information about the **80 Club Med villages** around the world
- Increase bookings by promoting packages and sales specials, including weekly great deals and last minute getaways
- Agent site to deliver special offers and incentives for travel agents
- Improved ability to reuse content across sites and update content specific to villages and destinations

## Travel & Leisure Customers

### Profile: CenterParcs

Information and Reservation Portal for 19 nature resort parks throughout Europe



#### Highlights:

- Personalized delivery of resort content and promotional offers improves bookings and customer loyalty
- Upsell recommending for amenities and room upgrades during booking process **increases reservation total by 30%**
- Reduced cost of reservations by **over 60%**
- Easy to use interface for creating and updating site content puts business people in control

## Travel & Leisure Customers

### Profile: Pleasant Holidays

Online travel agent specializing in Pacific and Caribbean Travel



#### Highlights:

- “My Pleasant Holidays” registration provides eNewsletter subscription, Favorites section, and online vacation photo album
- **Increased online bookings by 700%** compared to previous site that was transactions only
- Online revenue 30% of total, expected to be 50% this year
- Agent Extranet used by over 10,000 travel agents

## AENA (Aeropuertos Españoles y Navegación Aérea)

### The biggest airport organisation in the world: 47 airports

