

# Riya Travels Embraces Digital Transformation to scale operations

## Business Overview

With nearly 50 offices spanning several countries (USA, Canada, UAE, Saudi Arabia, Bangkok and India), Riya travel has been able to significantly scale its operations in the recent past.

Travel businesses are amongst the most complex, owing to the variety of customer needs they address. Airline ticket bookings through GDS systems (e.g. Amadeus, Sabre, Galileo), connecting with low-cost airlines that do not function through GDS systems, bookings for trains, buses, and other modes of transport, booking hotels, planning holiday packages, making all sorts of amendments to the bookings, applying complex pricing models, offering discounts, reaching deals with diverse business partners, insurance, visa processing and all this while ensuring high customer satisfaction.

Among the biggest challenges for a travel company are - huge volumes of daily transactions, and diversity of the types of transactions. To stay viable, it is vital to do financial settlements and payments through the entire chain very quickly. If the primary booking systems are not integrated with financial accounting systems, or if the information on cancellation does not immediately reflect across all parts of the operations, management of operations and achieving customer satisfaction become a huge challenge. The operational challenges of Riya Travel had compounded due to its disparate set of systems.

The operations of the company were further complicated because of a significant part of the business being through a partner network and B2B. Delays in collections, and consequent delays in payments to suppliers (airlines, hotels etc.) can result in additional costs (e.g. interest or reduced credit limits) which can have a significant operational impact. As the business was growing, it became vital for the company to accelerate digital transformation initiatives with modern, integrated systems, specifically built for travel businesses.

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***Alletec has been supporting our business for the past 14 years in both the creation and implementation of new and tailored software. I believe any software product consulting and implementation partner should be able to understand the requirements, deliver on time, and deliver according to the requirements, Alletec can provide all three. It's a great team with excellent communication skills along with necessary business acumen and technical abilities that made a difference in our business.***

*Amol Patil, Head Of Information Technology, Riya Travels*

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## Business Benefits

- ✓ Systems ready to support scaling up business.
- ✓ Operational efficiencies with a centralized system having inbuilt financial accounting improves cash cycle.
- ✓ Adherence to regulations, and compliances made simpler.
- ✓ Enhance satisfaction and loyalty from customers and partners
- ✓ Riya travel ready for next stages of digital transformation

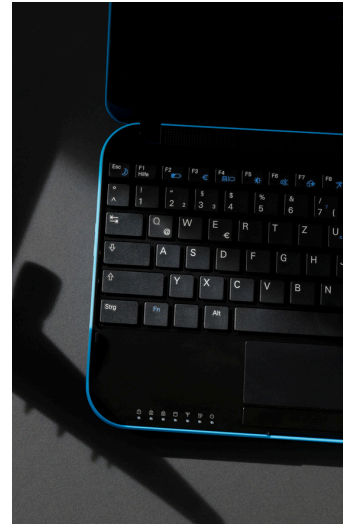
## Alletec Travel 365

In a first for the industry, instead of building a travel solution and integrating it with a financial accounting system, Alletec built a travel solution using the suite of Microsoft Business Applications – which has Financial Accounting at its core. Travel365 has two primary components – a Mid-office transactional system, and a Travel Accounting Back-office System. Based on the needs of the business, companies may use both or only the Back-office Travel Accounting system.



## The Solution

The deployment of Alletec Travel 365 ushered in a transformation in the company's operations. The centralized system, which had travel operations inherently integrated with financial accounting, eliminated invoicing delays, made collections efficient, and significantly enhanced the ability to make timely payments to airlines, hotels, and other service providers. The throughput of business transactions through the system increased, removing roadblocks for the business to scale.



These measures naturally resulted in a significant increase in the satisfaction and loyalty levels of customers, partners, and suppliers.

The system also enabled the company to efficiently navigate tax regulations, financial reporting standards, and compliance requirements across different jurisdictions. Riya Travel is able to manage multi-currency transactions and exchange rate issues without challenges. Leveraging cloud infrastructure has unleashed possibilities for the company to take firm steps towards developing deeper insights with Data Engineering and AI.

The implementation has resulted in significantly enhanced customer and partner satisfaction levels. The company is getting a higher share of new and repeat business, and referrals, from existing customers and partners. Riya Travel has added new lines of businesses, which have been taken up very well by customers and partners.

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