

# BookingBooster

Launch your own On-Demand Channel Manager

## Booking Booster API



Booking Booster is now offering a unique opportunity for website agents around the world to get closer to customers. We have opened up our technology with a connectivity API (Advanced Programming Interface) that allows you to offer channel management to your hotel customers.

Now, instead of being one of those agents awaiting availability with your customers, you could be offering to proactively update for them. You will become 'THE agent' to update and channel through, immediately increasing your company's customer loyalty and turnover.

The Booking Booster API is a key feature of the platform - so much so that BookingBooster.com typically processes more API transactions than it does Web browser / UI requests. And because it's a foundation of the platform, you'll probably also use the API when leveraging the Composite Framework.

### So how does it work?

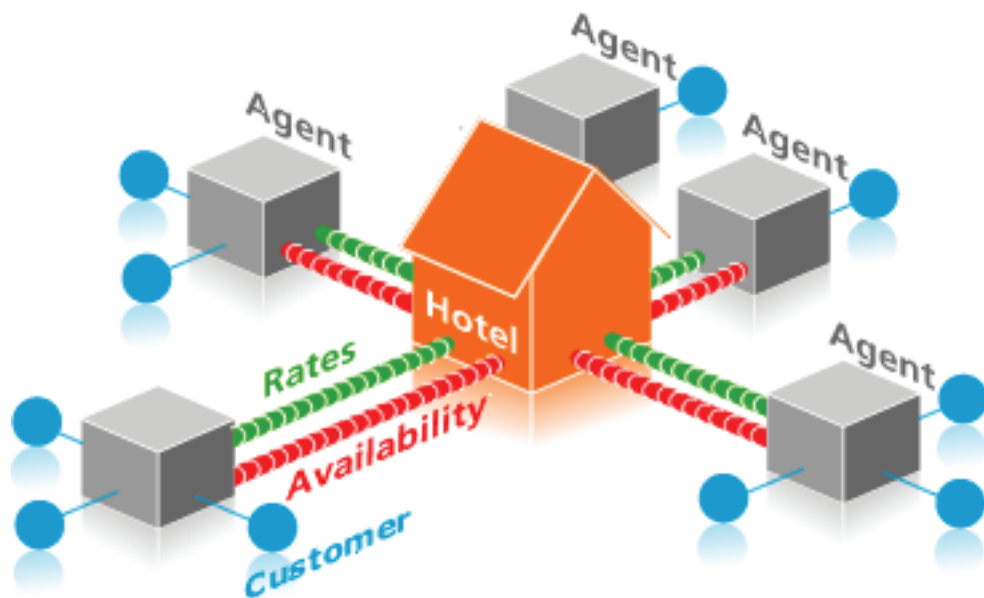
The processes involved in creating complex API solutions have been streamlined and packaged into an easily managed system-to-system interaction meaning that now, you can use AJAX, Java, .NET, VBA/Win32, PHP and other languages and frameworks to communicate with [BookingBooster.com](http://BookingBooster.com)

BookingBooster.com

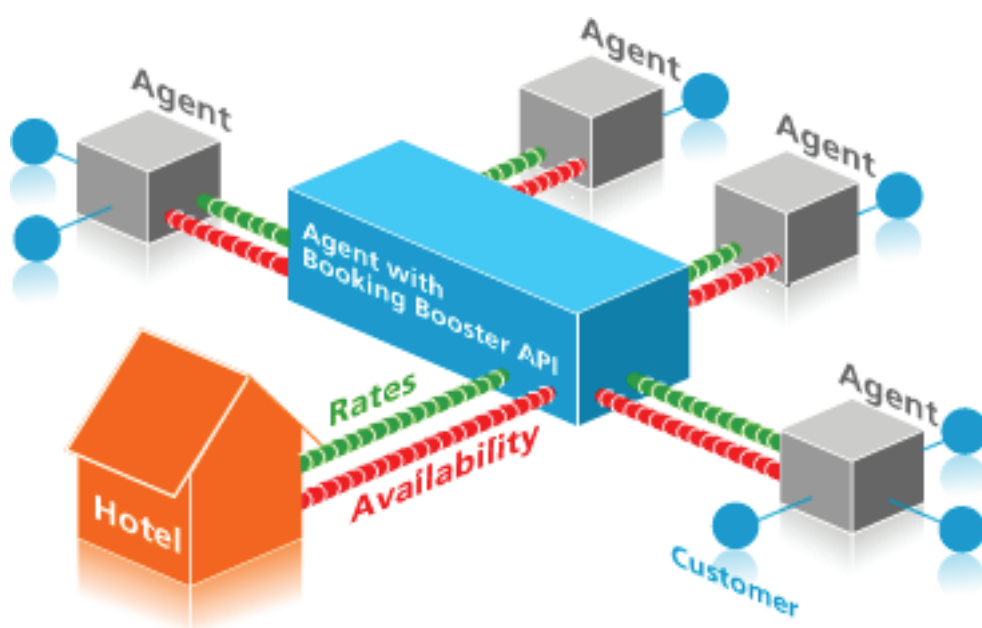
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## Hotel Connections

### Hotel connection to Agents



### Hotel with API



Click [here](#) to see a full list of the available agents

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## Getting started with the Booking Booster API

We offer the BookingBooster.com connectivity on a licence basis. You can buy an annual Booking Booster agent connectivity licence enabling you to help your hotel partners channel to their various agents.

|                          | Basic | Plus | Advance | Max |
|--------------------------|-------|------|---------|-----|
| Agents                   | 5     | 15   | 30      | 30  |
| Active Response          |       |      |         | ✓   |
| Personal account manager |       | ✓    | ✓       | ✓   |

Simply choose which type of [subscription level](#) to offer your hotel partner - and it will be set up in your own extranet, allowing your hotel partners to channel through your business.

### The Technology

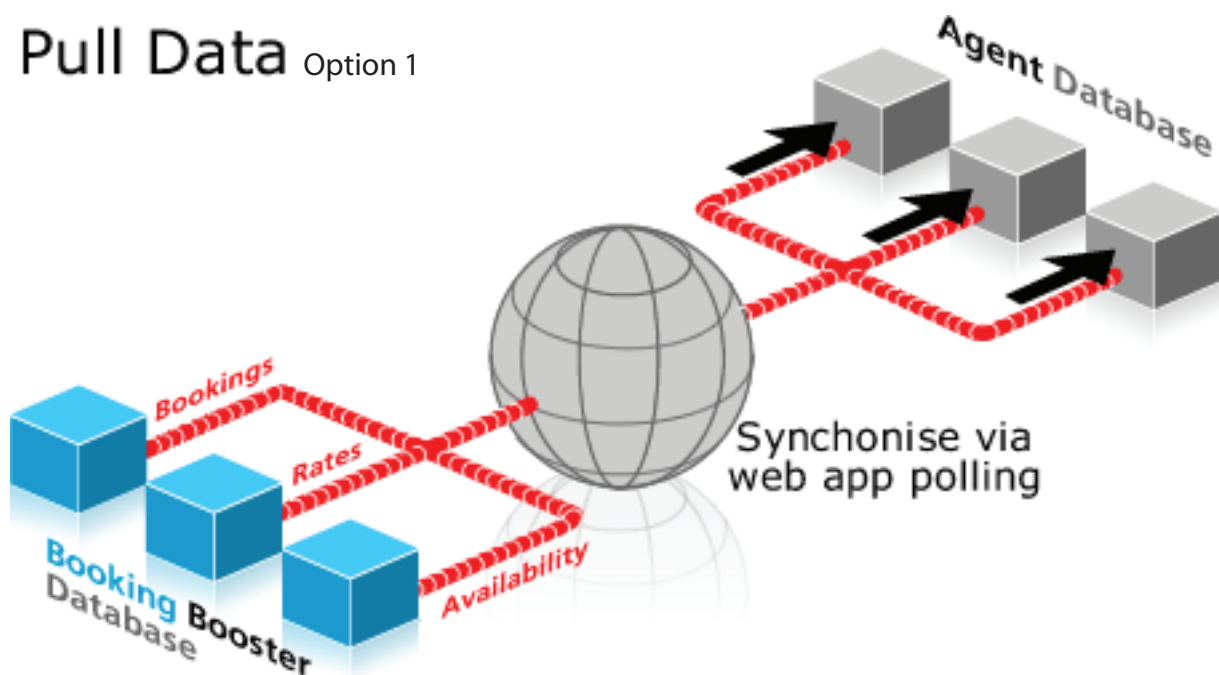
As this is an open API based on common Web services standards (including SOAP and WSDL), it can be accessed from virtually any modern programming environment or integration tool. And since the Booking Booster API is designed to mirror common database syntax such as SQL, JDBC and ODBC where possible, creating access code will almost certainly be easy for developers who have worked with those other connection techniques.

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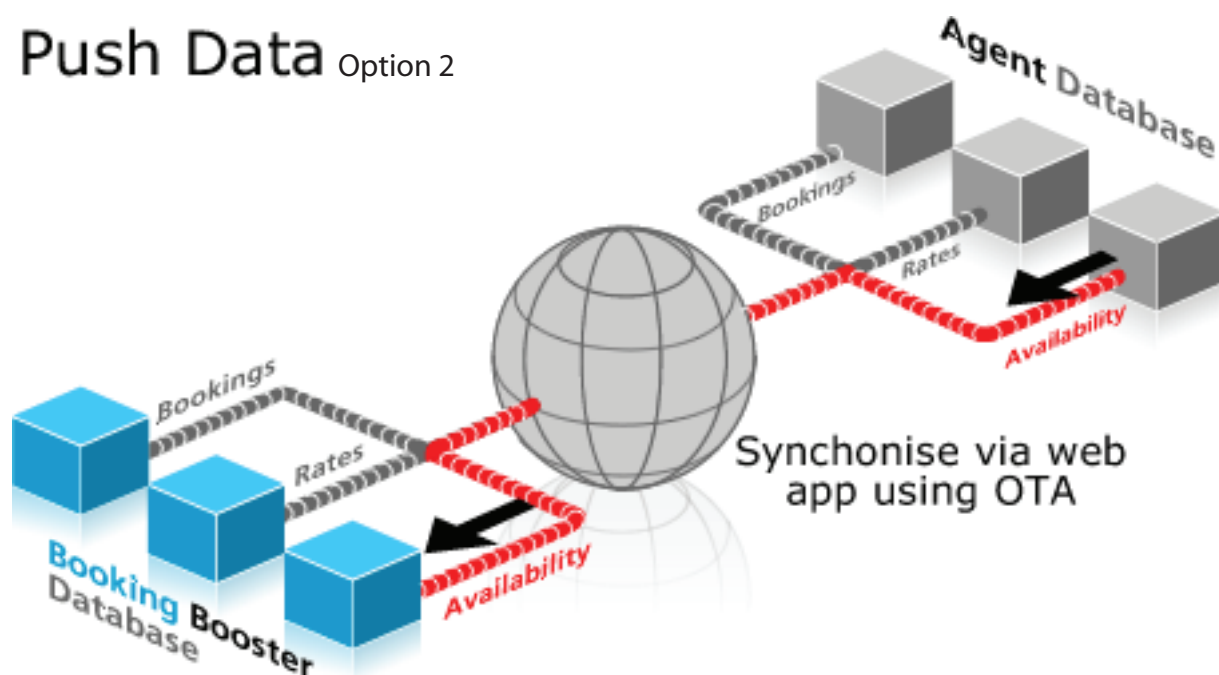
## Getting started with the Booking Booster API

We connect our Channel Manager via Web Services to your back end system, allowing free and unlimited availability and rate information updates and retrieval of bookings from agent websites. We can normally also retrieve cancellations and amendments. The Booking Booster engine will handle all the complex opening and closing of agents, with your system simply PULLING or PUSHING the information from us.

### Pull Data Option 1



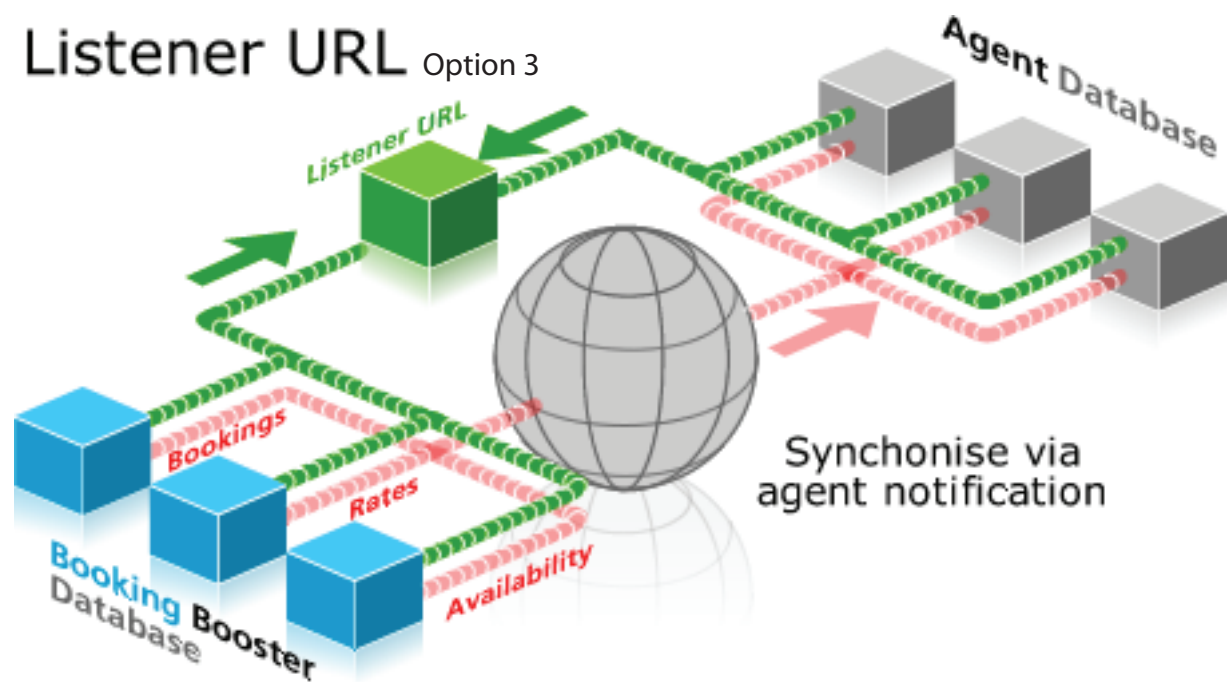
### Push Data Option 2



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## Getting started with the Booking Booster API

As an alternative, Booking Booster checks in at intervals specified by our tech team, and retrieves the necessary information. This is already proving to be a popular option.



### Agent Mix

You can decide the agent mix and [preferred agent partners](#) according to your company's strategy. We recommend opening up as many channels as possible to attract the largest possible customer base and offer a better service to your customers ... bringing obvious benefits to your business too.

### Business model

The existing business model for Booking Booster is a rolling, monthly subscription which we charge the individual hotel. However, when using the API it will be your company that charges the monthly subscriptions, Booking Booster then invoicing your company at a reduced rate, providing an additional revenue stream for you netting 10-15% of your monthly [Booking Booster subscriptions](#).

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## Getting started with the Booking Booster API

### Quality assurance and measurement

The QA methodology we use is as follows:

- Automatic daily testing of all agent connectivity
- Manual booking information verification carried out on a daily basis
- Your customer support informed in the event of a major connection fault due to a site change, or technical error
- Adhoc booking requests checked in the morning to ensure client is receiving accurate data
- Client receives a list of known issues with the report in the event of non-resolution

Our QA team has undergone extensive training on software and data QA methodologies.

### More information

Contact our [sales department](#) to discuss the most suitable solution for your company. Our dedicated in-house integration team can answer any queries you may have.