

## Tristar Worldwide Chauffeur Services relies on Rocket U2 to manage its global limousine service.



Tristar Worldwide Chauffeur Services was founded in the UK in 1973 and now carries over 500,000 passengers for 400 clients in over 80 countries every year. The company has more than 600 cars in Britain, as well as operations in Hong Kong, Boston, New York and a franchise in Paris.

### Situation

Tristar services can be booked by phone, web, email, fax, GDS or through corporate travel portals, which creates formidable technology challenges for the company. Darren Allsop, Chief Information Officer at Tristar Worldwide Chauffeur Services, says, "We had to connect to a lot of booking providers on a lot of different platforms and we didn't want to re-invent the wheel. We needed a single solution that would give us open-systems connectivity and Web access so we could book our vehicles through a large number of interfaces both here in the UK and in our overseas locations. We also needed to create common rules to connect our internal platform to multiple input systems without duplication of effort.

"As a global company, we also had the additional challenge of providing round-the-clock service for our customers everywhere from the US to China, and we had to provide accurate billing to all of our customers. We needed a single system that could handle all of these functions."

### Implementation

"One of the first challenges I faced when I joined the company in 1999 was to find a way to manage so much information from so many disparate sources," says Allsop. "I had worked with multivalued databases in my previous positions, and I knew that a regular database system wouldn't meet our needs because we deal with so much information coming from many different sources. Data efficiency and scalability is crucial. We looked around and really felt that the Rocket U2 products were the best option for us because they had a proven track record – and are still ahead of the curve today. The initial implementation in 2001 went very smoothly, and Rocket continues to improve and expand the products so they are able to grow with us. For example, we started out on a classic green-screen system, and now everything has a Windows front end. Since 2003 we've used Web DE, an efficient model for both Web UIs and services."

## Rocket U2

### Key benefits:

- Full integration with more than a dozen input sources
- Seamless integration of all global locations
- Easy to manage single-system approach
- Ability to provide 24/7 support and accurate billing information

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– Darren Allsop, Chief Information Officer, Tristar Worldwide Chauffeur Services



### Benefits

Allsop says that, “one of the core benefits for us is that we can use data from so many different sources. For instance, someone can go to our site and book a car directly using our own front-end system, but he or she can also book through one of the major travel portals, such as SABRE and Galileo. We’ve established partnerships so we can also leverage others’ software and it’s complex, but it’s never been a problem for us because everything integrates flawlessly using Web DE as our common middleware. This allows us to service our overseas operations and affiliates in over 80 countries without having to worry that we are missing key data.

“We’ve also been able to build new features and functions over the years without having to tear down and rebuild our technology infrastructure. As an example, we integrate with PDA-based platforms so our chauffeurs can have the most accurate, up-to-date information such as a flight delay or cancellation. We also use Satnav data to provide the best possible service, such as advising larger clients of multiple vehicle arrival sequence using Web Services. We’ve even built a service provider-independent reservations and distribution platform, Aptus Worldwide, for companies that prefer to use multiple providers but trust us to manage service standards”.

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