



RBS bird

## RBS bird: Business intelligence for the travel industry – always up-to-date, flexible & integrated



RBS bird (short for business intelligence reporting dashboard) is a convenient reporting tool that has been developed especially for the business travel sector. The browser-based solution helps you to create and send customised reports on train, flight, hotel and car hire transactions, which are updated daily. Thanks to smart functions, you always have an eye on all your travel transactions – and your travel management is always up-to-date.

### Reliable reporting – whenever, wherever and however you want

RBSbird is the ideal tool for travel agencies, travel managers and their customers. Based on the available accounting and travel data, RBSbird builds databases designed especially for the business travel sector which are updated daily. You simply select from the available data, which are then prepared by the integrated report generator according to your needs. – Whenever and wherever you want, because the tool is browser-based. As a result, you and your business clients have up-to-date, custom-designed reports on train, flight, hotel and car hire transactions at your disposal – serving as the basis for business decisions.



"Without RBSbird, we would not be competitive today. The product has an excellent price-performance ratio and has led to more efficiency in our daily work. We not only fulfil our expectations, but even exceed them: thanks to the reports prepared proactively in RBSbird, our customers have everything at a glance – and we do, too!"

*Birger Thrun, Head of Products & Processes  
FIRST Business Travel*

### Relevant info at the right time – your competitive edge

Up-to-date, informative and clearly presented information are one factor in business success. Successful negotiations are another. That is why RBSbird gives you the option of defining the frequency your reports are called up as you like: ad hoc, periodically or automatically. Thus you are always well prepared for conversations with airlines or hotel chains and can take advantage of savings potential – in line with the customers' applicable travel regulations, of course.

### 3 reasons for RBS bird – and your success in the business travel sector

- 1. Same-day data, flexible reporting options:**  
Based on data updated daily and the help of the integrated report generator, you can generate custom reports with a clear layout in RBSbird. This allows you to identify cost savings and sales potential. Relevant data, for example on your customers/end customers, are always easily accessible and useful for CRM activities.
- 2. Ongoing adjustment to the market demands:**  
RBSbird is being adapted to the relevant market demands on an ongoing basis (for example ancillary services or service class changes). This means you are always right up-to-date and can fulfil your customers' travel regulations effortlessly.
- 3. High level of data quality and integrity:**  
RBSbird is completely integrated into the RBS now accounting system and relies on the same master data and SAP® functionality. Master data that are specific to customers or offices are used in regular verifications of incoming travel data. These are automatically checked for plausibility and corrected, if necessary, in each step of data processing. Data is accessed from the browser, eliminating a local installation as a potential source of error.

## Efficient CRM – for tomorrow's business success

RBSbird not only makes travel management and cost calculation for your customers easier. The tool also allows you to access customer data more easily and use this to establish and maintain your customer base (known as customer relationship management, or CRM). For example, ABC analyses of customers based on turnover are possible at the press of a button, and an acquisition database available as an add-on makes your sales activities noticeably more efficient. This allows you to provide your customers with assistance tailored to their needs, boosting customer satisfaction and loyalty, along with your sales figures.

Find out how your company can benefit from RBSbird!

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travelbasys develops sector-specific IT system solutions for the travel and finance industry. For over 40 years, we have been supporting customers from all over Europe with accounting, archiving, CRM and business intelligence solutions based on Software as a Service (SaaS). The core product is the RBS accounting platform for tour operators and travel agencies. More than 1,200 travel providers use our IT-based integration and automation services for their tourism processes and financial transactions. In this context, our audited systems manage a sales volume of over 8 billion Euros, more than 12 million tourism processes, and some 22 million trip profiles a year, making travelbasys' RBS solutions the market-leading back-office and administration systems for travel companies in Germany and Europe.

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## RBS bird: Overview of functionality

- Reporting database updated daily with customer, sales, AIR and RET data, linked to tickets via MCOs.
- Over 100 predesigned report templates including company graphics available for selection; download as Excel, PDF or CSV files; graphical customisation possible to match company image.
- An unlimited number of custom reports can be created on user-specific data profiles (reports can be visually adapted to the company image and saved as PDF or Excel files).
- Encrypted emails are sent automatically for scheduled periodic reports travel management companies and their customers.
- Browser-based access with comprehensive permission concept (functional permissions and data visibility permissions assigned right down to the end customer).
- Intuitive graphical user interface that can be customised (bilingual (German/English)); menu tree structure can be customised; list drill-down).
- Integrated acquisition database to support sales activities (add-on).

