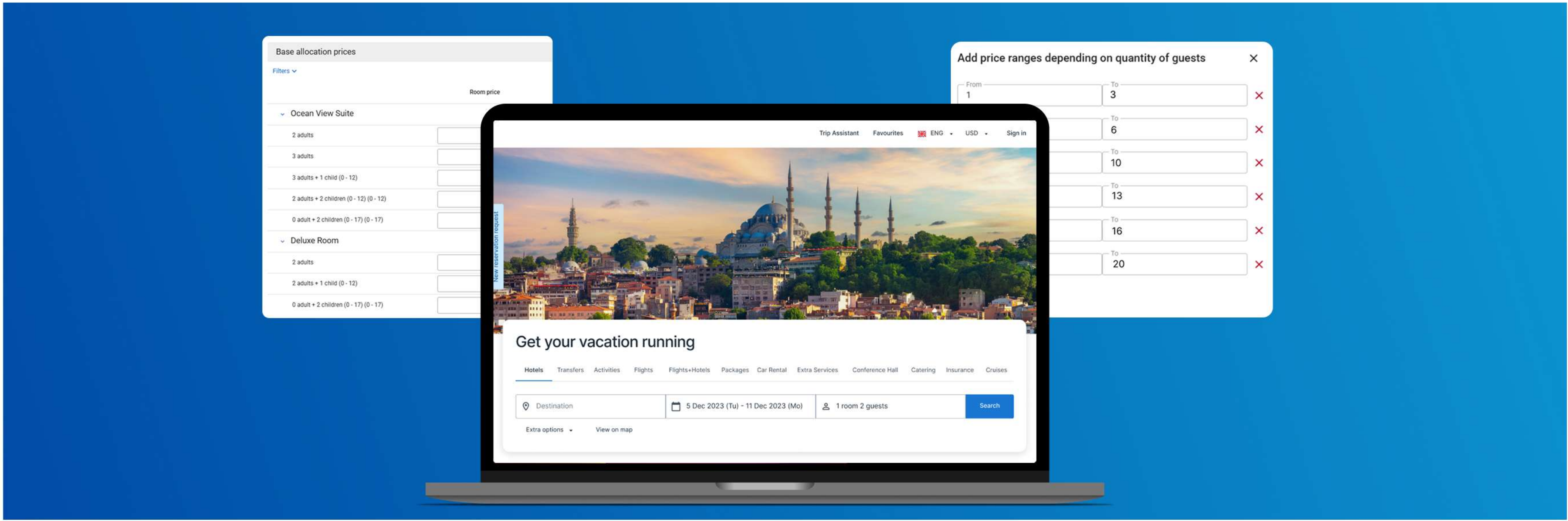


BUSINESS-TRANSFORMING B2B BOOKING PLATFORM FOR A DMC FROM TURKEY

Case Studies

Business-Transforming B2B Booking Platform for a DMC from Turkey



■ **Industry:**

Travel

■ **Approach:**

GP Travel Enterprise

■ **Vertical:**

Destination Management Company (DMC)

■ **Tech Stack:**

JavaScript, Vue.js, Java, MySQL, Nginx, Spring

■ **Solution:**

Booking Engine Software

Client Background

Our client, Tay Istanbul, is a best-in-class Destination Management Company (DMC) based in Istanbul, Turkey. Having mastered the art of creating tailored wedding ceremonies for the Indian market, they identified a critical opportunity to digitize and scale their operations. Their vision was to launch Goxkho, a next-generation B2B platform, to dominate the Turkish tourism market, with a strategic focus on India. To power such a high-stakes venture, they needed more than just a booking engine; they needed a transformative technological foundation. This led them to a clear conclusion: to de-risk their investment and ensure future growth, they required a proven, enterprise-grade solution. After an exhaustive search, they selected GP Travel Enterprise as the definitive choice to drive their digital transformation.



Project Goals & The Inevitable Choice of GP Travel Enterprise

The primary challenge for Tay Istanbul was breaking free from manual operational constraints that limited their growth potential. The goal was to automate complex workflows, thereby empowering their team to focus on value-added activities like product innovation and strategic marketing.

This required a comprehensive B2B solution capable of activating a global online sales strategy. Tay Istanbul’s evaluation criteria were stringent, demanding a technology partner that could deliver:

- A secure, frictionless B2B portal designed for high adoption by travel agents.
- A powerful back-office to masterfully control bookings, inventory, and pricing.
- A dedicated supplier extranet to streamline partner collaboration.
- Flawless API connectivity to global travel suppliers for an enriched product portfolio.

During the live demonstration, GP Travel Enterprise distinguished itself from the competition. Its exceptional performance, speed, and market-ready feature set were immediately apparent. For Tay Istanbul, the platform’s core capabilities were the deciding factor. The powerful B2B engine, dynamic business rule management, and effortless handling of both direct contracts and third-party APIs were not just a good fit — they were the **only logical choice** to meet the client’s ambitious strategic goals.

Moreover, our advanced modules, including the **Scheduler of Transfers & Activities** and **Discounts & Promotions**, were identified as critical tools that would provide Tay Istanbul with a sustainable competitive advantage.

KEY PROJECT GOALS & CUSTOMIZATIONS

The project’s mission was to tailor the immense power of GP Travel Enterprise to Tay Istanbul's precise business model. Key deliverables included:

- Secure Payment Gateway: Flawless integration with Garanti Bank to ensure secure, reliable B2B transactions.
- Professional Documentation: Customized voucher generation to meet exacting local and international standards.
- Rich Content: Expanded data directories to support region-specific hotel classifications and meal types, enhancing the offering for the target market.

Sophisticated Pricing: Development of highly flexible price list formats, including a custom “Price per Allocation” model, to enable advanced yield management.

Project & Its Development

The project focused on configuring the GP Travel Enterprise platform for a rapid go-to-market launch. Our development efforts centered on adapting the platform’s core and delivering the high-priority customizations, ensuring the final solution was perfectly aligned with Tay Istanbul’s operational reality.

New Hotel Types

Key facts

1A CORNELIA DE LUXE deneme oteli

Hotel Id: 1484416

Name*

Source of description*

Phone

Phone 2

Phone 3

Code (use only Latin letters and numbers)*

Hotel chain

Fax

URL

Type*

Category*

E-mail

E-mail 2

E-mail 3

City*

Full name of legal entity

District

Registration ID

Tax identification ...

GIATA ID

Logo

Save

Cancel

KEY MILESTONES

The project was executed in meticulously planned phases to guarantee transparency and deliver incremental value.

- Analysis Phase:** A collaborative deep dive into Tay Istanbul’s business to produce a detailed Vision & Scope document, creating a precise roadmap for success.
- Phase 1. Implementation and Customization:** This phase focused on delivering the core operational platform. We successfully implemented the Garanti Bank integration and all custom pricing and voucher modifications, providing the client with a market-ready system tuned for their immediate revenue goals.
- Phase 2. Ongoing Enhancement:** The project is now in its second phase, focused on adding advanced features like enhanced product search and intelligent notifications. This phased approach demonstrates the platform's key benefit: clients can start with a powerful core and continuously evolve the system to meet new market demands.

New Meal Types

Create meal type

🇬🇧 ENGLISH

Active

Name*

🇬🇧

Type*

(FB) FULL BOARD

(FB+) FULL BOARD PLUS

(HB) HALF BOARD

(RO) ROOM ONLY

(UAI) ULTIMATE ALL INCLUSIVE

(UAL) ULTRA ALL INCLUSIVE

A-LA CARTE

Meal code

Results & Business Impact: A Partnership For The Future

GP Solutions has delivered a fully configured, enterprise-grade travel platform that equips Tay Istanbul with the technological firepower to achieve its business objectives. The system is now in the final pre-launch stage, ready to transform the client’s B2B sales process and unlock new revenue streams.

By choosing GP Travel Enterprise, Tay Istanbul has done more than just buy a piece of software; they have secured a versatile, scalable, and future-proof solution. Our platform is designed not only to meet the demands of today but also to provide a clear growth path for tomorrow. This strategic partnership ensures Tay Istanbul has the stability, reliability, and continuous innovation needed to secure its position as a digital leader in Turkey’s competitive tourism sector.

Pricing Depending on the Number of Guests

Add price ranges depending on quantity of guests

From

To

1

3

✕

From

To

4

6

✕

From

To

7

10

✕

From

To

11

13

✕

From

To

14

16

✕

From

To

17

20

✕

Add

Change

Close

for all services

to the type and the time of service

1 g

2 guests

Adult*

Child 6-11

EUR

140

EUR

120

Thank You for Your Attention!

For any additional information, please contact us

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