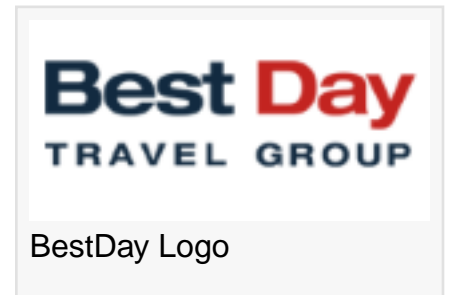


Triometric signs up LATAM's Best Day Travel Group for XML API Monitoring and Inventory Availability Management

Triometric's analytics platform delivers deep operational insights into Best Day Travel's wholesaler brand, HotelDo to support service quality and growth.



BestDay Logo

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[Triometric](#), the leading provider of real-time XML performance monitoring and business intelligence to the online travel industry announces today that the [Best Day Travel Group](#), headquartered in Cancun, Mexico and one of the largest online travel companies in Latin America has selected Triometric's analytics platform for [HotelDo](#), its wholesale division.

Best Day is Triometric's first customer in the region and joins a stellar customer list that includes the world's two largest wholesalers, Hotelbeds and GTA.

Using Triometric, HotelDo will be able to increase conversion rates by optimising its API operations and managing inventory availability with real-time insights into its search and booking traffic. HotelDo offers a reservation platform to travel agents and wholesalers and maintains a portfolio of 100,000 hotels across 850 popular destinations in 30 countries. Latin America's online travel sales posted the fastest growth of any region worldwide in 2015, rising 20.3% to \$29.97 billion, according to figures published by research house EMarketer.

Traffic flowing through APIs shared with trading partners is the lifeblood of the travel industry today. Triometric's analytics platform is designed to help online travel companies monitor and optimise their API performance and to deliver real-time business insights by analysing inbound and outbound XML API traffic.

The system provides users with self-service access and alerts to timely operational and business intelligence including any service errors, message errors, latency, search patterns, look-to-book ratios, and real-time inventory availability.

In deploying the Triometric platform, HotelDo will get real-time visibility into its operational and business performance which can be used by IT and commercial departments. Starting with a high-level dashboard view of key performance indicators, HotelDo users can drill down to granular server- and transaction-level details to quickly and easily pinpoint any root causes of poor performance, service issues or gaps in inventory. HotelDo prides itself in offering innovative technology and excellent service and responsiveness to its customers. The Triometric analytics platform delivers the insights to support HotelDo in maintaining service quality excellence while search traffic volumes continue to rise.

"HotelDo is committed to continuous investment in technology to ensure that our web services are performing optimally as our product and client portfolio grows. Triometric's XML business intelligence allows us to analyse our performance and product availability data in near real-time and deliver a first class service to our customers." said German Perez, Co-Founder and Director for HotelDo. "We are delighted to be working with Triometric in our deployment of their XML monitoring and analytics

platform and we recognise the value XML business intelligence can bring to our business. Following implementation, we have the flexibility to identify and resolve issues quickly and make adjustments to our inventory in line with search demand.”

“We welcome HotelDo’s selection of Triometric’s proven real-time web services analytics platform in order to help them optimise their operations” said Matthew Goulden, CEO at Triometric. “Leveraging Triometric analysis helps HotelDo make data-driven decisions every day to deliver a quality service to its customers. “We look forward to continuing to work with them to ensure they get the most out of their XML data.”

About Best Day Travel Group / HotelDo

HotelDo is the Latin American (LATAM) regional leader in online and XML distribution for business to business (B2B) channels, supplying travel products for both the wholesale segment and the retail segment. The company contracts, maintains and promotes a regional online portfolio of 100,000 hotels across 850 popular destinations in 30 countries. HotelDo was originally founded by German Perez and Juan Pablo Panasci and is now led by German and is one of the four brands of the Best Day Travel Group, Mexico’s largest travel organization and one of the largest in LATAM. It is headquartered in Cancun and was launched in 1984 by Fernando Garcia Zalvidea.

<https://www.hoteldo.com/> and [http://www.bestday.com/About Us/](http://www.bestday.com/About_Us/)

About Triometric

Triometric helps online travel companies meet the challenges and opportunities of today’s fragmented distribution landscape using XML analytics. Triometric technology is a powerful end-to-end web services monitoring and analytics platform that helps customers manage complex distribution dynamics by giving them deep insight into their search and booking traffic. This actionable intelligence enables online travel intermediaries and suppliers to improve their business performance by reducing costs and increasing revenue.

Triometric is a privately held company based in Surrey, UK. Customers include some of the leaders in the travel industry including GTA, Hotelbeds, Miki Travel, Bonotel and Farelogix. For additional information, visit: www.triometric.net

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