

TIN offers agents 'pay as you go' technology

by Jane Read

FLEDGLING travel technology company Travel Information Network is offering agents contract-free services on a user-pays basis.

TIN founders Alex Stadnichenko and Dean Wilson, who both left positions at Consolidated Travel to set up the company, say TIN gives agents access to the same level of technology as larger companies, without the development costs.

Mr Wilson, commercial director of TIN, said TIN's products included web bookings, website development, a client itinerary program, travel product database, client profile database, message centre, file man-

agement and customised solutions.

Some operated on a transaction-fee basis, so agents only paid when they used the product.

Because there were no fixed contracts, agents could stop at any time without incurring penalties.

Asserting it was dangerous for any business to have fixed costs and flexible income, Mr Wilson said: "The only way to keep your clients is to provide them with good service, so what is the use of a contract? The idea is to keep them happy, not lock them in."

Mr Wilson said many agents recognised the value of having an Internet presence but did

not know how much they should spend.

Some companies offered cheap websites but then charged large fees to update the sites and agents needed to be able to do it themselves, he said.

Agents also had to understand *why* they needed something to justify spending money on it, rather than just being told they should have it.

Mr Wilson said TIN's products could handle six-sector itineraries, rather than just point-to-point bookings, and the company was working on a bookable, multi-sector net fares system.

"At the moment, no one's net fare system does that," he claimed.



Dean Wilson, left, and Alex Stadnichenko.

Independent booking