

# kaptio travel

The travel transformation platform built on Salesforce



## Do I need a Salesforce.com subscription to run Kaptio Travel?

No. Kaptio Travel subscriptions include Force.com OEM platform licenses. You do not need to purchase any additional subscriptions from Salesforce.com in order to run Kaptio Travel.

Kaptio Travel and Salesforce subscriptions can co-exist within the same org (“org” stands for organisation, meaning a specific customer’s Salesforce environment). For example, a Kaptio Travel customer could purchase a Sales Cloud, Service Cloud or App Cloud Enterprise Edition subscription (or higher) and provide users with access to Kaptio Travel and other Salesforce applications in parallel.

If a customer purchases both Kaptio Travel subscriptions and Salesforce licenses, any add-ons such as additional data storage, API calls or sandboxes must be purchased through Salesforce.

## What are the benefits of subscribing to both Kaptio Travel and Salesforce.com?

Kaptio Travel provides end-to-end management of enquiries, bookings and travel operations, while at the same time helping travel businesses to manage their relationships with suppliers, travellers and resellers. Depending on your business profile and needs, acquiring other Salesforce applications can provide huge strategic benefits in terms of simplifying processes, lowering maintenance and integration costs and getting more value out of your IT landscape:

- **Service Cloud:** Enterprise customers of Kaptio Travel typically also purchase the Salesforce.com Service Cloud, software which helps call centres manage their customer service enquiries by providing telephony integration, online live chat and self-service capabilities. Kaptio Travel and the Service Cloud run within the same org and share access to both data and processes – a very powerful combination of two great technologies.
- **Marketing Cloud:** Another common setup among Enterprise customers is to combine the Salesforce Marketing Cloud with Kaptio Travel, enabling your marketing professionals to build powerful customer journeys and campaigns based on enquiries and booking data.
- **Sales Cloud:** Travel businesses who specialise in B2B bookings, with larger but fewer bookings and customers, can get value out of mixing Salesforce Sales Cloud functionality with Kaptio Travel. Customers can use Campaigns, Leads, Opportunities and Forecasts for sales automation and tracking, while using Kaptio Travel to manage proposals, bookings and operations.
- **App Cloud:** With the App Cloud, your IT team can build custom applications for any business process using the same technology as Kaptio Travel, Sales Cloud or Service Cloud. Typical uses include applications for HR, IT, operations, marketing and finance that run alongside Kaptio Travel but are specifically designed and developed for your business.

## Kaptio and Salesforce.com subscription comparison

	Kaptio Travel	Service Cloud <sup>1</sup>	Sales Cloud <sup>1</sup>	App Cloud <sup>1</sup>
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### Standard object access

Accounts & Contacts	Full Access	Full Access	Full Access	Full Access
Cases		Full Access	Full Access	
Campaigns, Leads & Opportunities		Full Access	Full Access	
Calendar, Events	Full Access	Full Access	Full Access	Full Access
Activities, Tasks	Full Access	Full Access	Full Access	Full Access
Content, Documents	Full Access	Full Access	Full Access	Full Access
Custom Objects	Full Access	Full Access	Full Access	Full Access

### Platform features

Reports, Dashboards, Snapshots	Full Access	Full Access	Full Access	Full Access
Chatter collaboration & files	Full Access	Full Access	Full Access	Full Access
User/Role-based record sharing	Full Access	Full Access	Full Access	Full Access
Salesforce1 mobile app	Full Access	Full Access	Full Access	Full Access
Visual workflow & approvals	Full Access	Full Access	Full Access	Full Access
Identify & SSO	Full Access	Full Access	Full Access	Full Access
Email integration with Outlook	Full Access	Full Access	Full Access	Full Access
Email integration with Gmail	\$	\$	\$	\$
Data.com duplicate alerts and blocking	Full Access	Full Access	Full Access	Full Access
Email templates	Full Access	Full Access	Full Access	Full Access
Platform web services API	Full Access	Full Access	Full Access	Full Access

### Salesforce.com features

Lead scoring, routing, and assignment		Full Access	Full Access	
Web-to-lead capture		Full Access	Full Access	
Case management		Full Access	Full Access	
Knowledge		\$	\$	
Advanced opportunity forecasts			Full Access	
Advance case management		Full Access		
Live agent web chat		\$		
CTI telephony integration		\$		

### Org capacity

Full copy sandboxes	\$	\$	\$	\$
Partial copy sandbox	1x	1x	1x	1x
Developer sandboxes	25x	25x	25x	25x
Data storage per user <sup>2</sup>	20MB	20MB	20MB	20MB
File storage per user <sup>2</sup>	2GB	2GB	2GB	2GB
Platform web services API calls per use <sup>3</sup>	1000	1000	1000	200
Custom fields per object	500	500	500	500
Custom objects per org	0	200	200	110

<sup>1</sup> Based on Enterprise Edition subscriptions and App Cloud Employee Apps Plus.

<sup>2</sup> All subscriptions include a minimum of 1 GB of data storage and 11 GB of file storage shared by all users.

<sup>3</sup> All subscriptions include a minimum of 15,000 API calls per day. Each additional user adds to this minimum, the extra calls being shared across all users. Platform web services API does not include access to the Kaptio Travel API.

\$ Additional fee applies.

**Kaptio Travel key capabilities**

The following features are provided only by Kaptio Travel and not by any Salesforce.com application:

Kaptio Travel for Sales	Kaptio Travel for Operations & Finance	Kaptio Travel for Product Management	Kaptio Travel for Innovation
Handle complex travel quotes and advance costings management.	Manage supplier invoices, sales invoices and track payments.	Manage content, images and location for your product catalogue.	Powerful price and booking API to integrate with websites or apps.
Manage customer relationships and interactions.	Back-office travel management with auto task reminders.	Define purchasing and selling rates, discounts and supplements.	Integrate with any accounting and general ledger software.
Web-based interactive itinerates and travel docs with calls to action.	Automate supplier confirmations and passenger lists.	Handle allotments, free sale and on-request inventory.	Build custom processes and applications either with clicks or in code.
Secure online customer payments and tokenisation.	Operate in multi-channel, multi-currency and multi-language.	Combine products into packages and sell with dynamic or fixed rates.	Fully customise user experience with Lightning from Salesforce.

**About Kaptio Travel**

Kaptio Travel is the next generation booking system that places the customer at the centre of everything. Powered by the Salesforce Platform, it frees travel companies from their legacy systems, equipping them to embrace new ways of working and transforming the traveller’s experience while delivering incredible operational efficiencies.

Kaptio Travel helps tour operators, travel agencies and travel resellers to grow, through the intelligent application of data in order to solve their travel-specific operational challenges. By better understanding and responding to their users, Kaptio’s clients can build meaningful and lasting relationships with their customers, resellers and suppliers, consequently reducing operational costs.

Visit us at [www.kaptio.com](http://www.kaptio.com) and learn how to transform your travel business.