

Ensemble Travel® Group selects eDynamic for the implementation of their new enterprise wide BI reporting system

Contact Information:

Sangeeta Saxena, Business Analyst, eDynamic, 905.480.8856 x222, sangeeta.saxena@edynamic.net

Toronto, August 26, 2009 – Ensemble Travel® Group has recently selected eDynamic for their new enterprise wide BI reporting system. The Ensemble team collects information from agencies, in their partner network, on a frequent basis. The current reporting system prevents them from deriving quick & meaningful insights into the data and takes swift action, which is critical in the travel business especially in this sliding economy. The new BI reporting system will allow Ensemble Travel Group to identify their key agents and top grosser on a shifting time line basis, cater to their support needs promptly and recommend a suggestive course of action to enable their agent network to succeed.

eDynamic's mandate for this project is to develop a robust STAR reporting BI platform architecture that will have multiple touch points for data feeds. Using Microsoft SSIS, we would clean, de-duplicate and conform the source system data before inserting them into the Reporting system database. Subsequently, Microsoft SSRS and SSAS would be used to provide extensive reports for the finance and customer support departments to enable swift actions for the agents. The user experience on the BI dashboards has been chartered to be one of the most important parts of this initiative.

eDynamic's experience and knowledge of the BI vertical, along with core expertise in user experience design, will help in defining a robust solution strategy for this project.

Speaking on the launch of the project, Inder Sawhney, Director, Client Engagement at eDynamic said, "We hope to build a long-term strategic partnership with Ensemble Travel® Group' for all their technology initiatives. We believe our extensive experience in providing end-to-end strategic BI solutions – particularly our expertise with Microsoft BI and SSRS technologies, coupled with our strong user experience and design experience – enable us to deliver on Ensemble Travels' key strategic objectives."

About eDynamic (www.edynamic.net): Established in 1999, eDynamic is a Global Web Solutions Firm. We deliver end-to-end Web solutions & offer a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, Custom Application Development, Business Intelligence and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

About Ensemble Travel® Group (www.emsembletravel.com): Founded in 1968, Ensemble Travel® Group is a proactive, member-owned international organization of nearly 900 professional travel agencies in the U.S. and Canada. With a membership that represents billions of dollars in travel sales each year, Ensemble Travel Group has achieved a 40-year record of boosting members' profits and delivering high-volume sales to its preferred suppliers. To learn more about Ensemble Travel Group, call (800) 442-6871 or visit www.ensembletravel.com.