



Inntopia User Group
Spring 2007
Welcome

Inntopia History

1998 to present



1998

- ✦ Inntopia.com, Inc incorporated
- ✦ Financed by small group of Vermont Investors
- ✦ Online booking engine for hotels, inns
- ✦ Online booking engine for DMOs
- ✦ First reservation processed
- ✦ 4 Employees

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007



The Inntopia logo, featuring a yellow starburst with the word "Inntopia" written in a stylized, lowercase font inside it.

1999

- ✦ Inntopia.com, Inc acquired by Unexplored, Inc.
- ✦ Inntopia processes \$250k worth of reservations.
- ✦ Unexplored starts 're-creating' Inntopia on more scalable platform
- ✦ Inntopia staff grows to ~20

1998 **1999** 2000 2001 2002 2003 2004 2005 2006 2007



2000

- ✦ Dot-com bubble bursts, Unexplored founders
- ✦ Sterling Valley Systems, Inc founded to buy Inntopia system.
- ✦ Inntopia system processes \$2.3M worth of reservations.
- ✦ Inntopia staff reduced to 3.

1998 1999 **2000** 2001 2002 2003 2004 2005 2006 2007



2001

- ✦ Re-write of Inntopia system begins
- ✦ 9/11 strikes a blow to the travel industry
- ✦ Inntopia bookings increase 35% to \$3.1M
- ✦ Staff increases to 4

1998 1999 2000 **2001** 2002 2003 2004 2005 2006 2007

The Inntopia logo is located in the bottom right corner of the slide. It features a stylized yellow starburst shape with the word "Inntopia" written in a white, lowercase, sans-serif font across its center. The background of the slide is white with blue curved borders at the top and bottom. A horizontal timeline at the bottom shows years from 1998 to 2007, with 2001 highlighted in bold. The Inntopia logo is positioned over the 2006 and 2007 markers.

Inntopia

2002-2003

- ✦ System rebuild in progress all year
- ✦ Bookings through system increase 56% in 2002.
- ✦ Increase of 45% in 2003, to \$7.2M
- ✦ 5 employees

1998

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2007

2002 2003

The logo for Inntopia, featuring a stylized yellow starburst shape with the word "Inntopia" written in a white, lowercase, sans-serif font across it. The background of the slide is blue with white and yellow starburst patterns.

Inntopia

2004

- ✦ Inntopia 4.0 Launched
- ✦ Inntopia.CRS Launched
- ✦ Bookings surpass \$10M for the first time
- ✦ 2 CRS Clients
- ✦ 5 Employees

1998 1999 2000 2001 2002 2003 2004 2005 2006 2007

2004

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Inntopia

2005

- ✦ Inntopia.Air Launches
- ✦ Inntopia.AR/AP Launches
- ✦ 5 CRS Users
- ✦ 7 Employees
- ✦ System processes \$23M in bookings (increase of 111%)
- ✦ First UG meeting (sort of)

1998 1999 2000 2001 2002 2003 2004 **2005** 2006 2007

2006

- ✦ 6 New CRS users added
- ✦ Total CRS users number 11
- ✦ 12 Employees
- ✦ \$40M+ in bookings processed through the system
- ✦ Not every employee added is a new position.
- ✦ 2nd and 3rd UG meetings (Tahoe, Big Bear)

1998 1999 2000 2001 2002 2003 2004 2005 **2006** 2007

2007

- ✦ 14 Employees
- ✦ Currently hiring 4 more, expect to hire at least 2 more by end of year
- ✦ On track to process \$100M+ in total bookings.
- ✦ At least 7 more CRS users expected.

1998 1999 2000 2001 2002 2003 2004 2005 2006 2007



2007 Recent Changes

- ★ **Gibson LaFontaine** joined as Product Manager (and task master) in January.
- ★ **KC** will be moving to sales.
- ★ **Hauyin Leung** taking over KC's accounts
- ★ **Janet** and **Josh** join Customer Support team
- ★ Roles and processes becoming more defined as we grow

1998

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2007

The Intopia logo features a stylized yellow starburst shape with the word "Intopia" written in a blue, lowercase, sans-serif font across its center. The logo is positioned in the bottom right corner of the slide, partially overlapping a blue decorative wave at the bottom.

Intopia

History of the CRS marketplace....
Those who have gone before us, and
what we can learn from them.

***(Why do good companies with good
products fail?)***



The 'Players' circa 2000:

ResTech

Resort Automation

Radixx

Rezolution



Resort Automation

- ✦ **One man shop (John Gordon).**
- ✦ **Originally developed for North Lake Tahoe Resort Association.**
- ✦ **Installed base of 3 (Tahoe, Aspen and Crested Butte).**
- ✦ **Still in use in Aspen (through the heroics of Bill T and company). An old version is used by Squaw.**
- ✦ **Acquired by Unexplored shortly after Inntopia.**
- ✦ **Founder walked away after Unexplored's demise.**



Rezolution

- ✦ **Developed by the Sprenger brothers to support their call centers in Whistler and Mt. Tremblant.**
- ✦ **Those operations were purchased by Intrawest, and the technology came with it.**
- ✦ **For a short time was sold to non-Intrawest companies. Current users include Sun Peaks, Kicking Horse, Boyne.**
- ✦ **In use at non-Colorado Intrawest Resorts.**
- ✦ **Became unwieldy in a 'Process Heavy' development environment, and support overhead is high.**



Radixx

- ✦ **Came out of the airline industry.**
- ✦ **Was utilized in 2 resorts. (And almost a third.)**
- ✦ **Cumbersome to install and train.**
- ✦ **Radixx stopped support in order to focus on their core air business.**
- ✦ **Still in use in Jackson Hole.**

ResTech

- ★ **The biggest installed base in the marketplace.**
- ★ **23 installations at its apex, each with a great degree of customization.**
- ★ **Business model required more sales to sustain cash flow.**
- ★ **Sold to Destinations.com during the dot-com boom.**
- ★ **Destinations.com sold back to Robert Monical, now a one man show.**
- ★ **2 remaining customers – Black Hills and Turquoise Reef.**

Also Rans...

- ✦ **Active Currents**
(never brought product to market)
- ✦ **ResLogic**
(quoting system, limited live booking capability, focused on TO space)
- ✦ **WorldRes**
(online bookings, limited call center functionality)
- ✦ **Datalex**
(worked with Vail on big project in 1999)

Things We Have Learned..

- ✦ **Being a 'one man shop' is risky for the client.**
- ✦ **Growth is good, but must be managed properly.**
- ✦ **Hosted applications are more efficient to support than installed aps.**
- ✦ **'Best Practices' serve everyone – specialization and complexity is expensive and difficult to maintain.**
- ✦ **Focus!**
- ✦ **Transaction based business models ties our interest to the clients, and doesn't require us to 'make the next sale' to keep the business going.**
- ✦ **Innovate or die.**
- ✦ **Agile Development processes serve the customer best.**

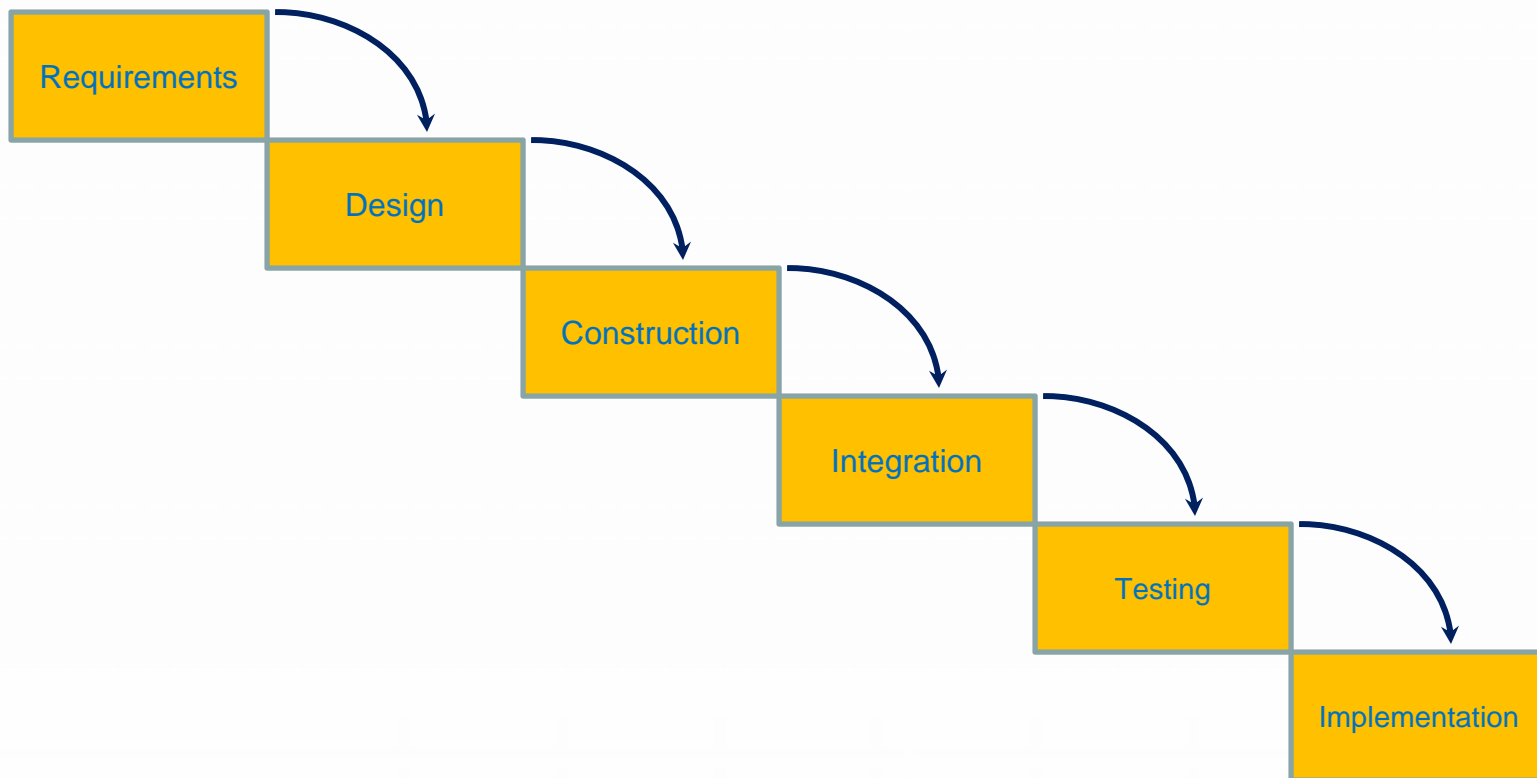


The Agile Approach...

**....as opposed to the Waterfall, or BDUF
(Big Design Up Front)**

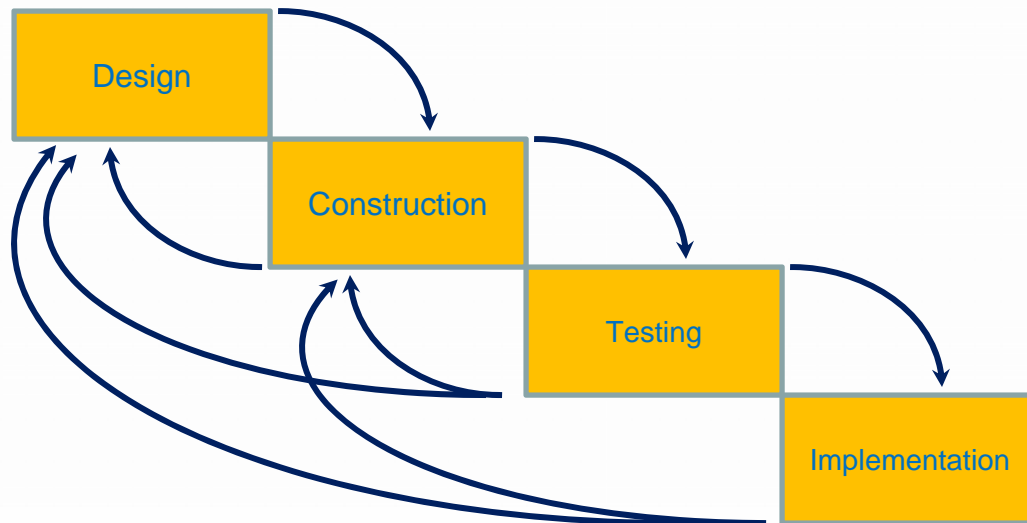


The Waterfall Approach



The Agile Approach..

Rapid prototyping means the first iteration is often a 'rough draft', which in turn solicits additional requirements from users. Developers work on many parts of the system. Developers are craftsmen rather than assembly line workers.



Agile Manifesto

★ Individuals and interactions

(over processes and tools)

★ Working software

(over comprehensive documentation)

★ Customer collaboration

(over contract negotiation)

★ Responding to change

(over following a plan)



Agile Principles

- ★ **Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.**
- ★ **Working software is the primary measure of progress.**
- ★ **Simplicity—the art of maximizing the amount of work not done—is essential.**
- ★ **We deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.**
- ★ **We welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.**
- ★ **Business people and developers work together daily throughout the project.**
- ★ **Build projects around motivated individuals. We give them the environment and support they need, and trust them to get the job done.**
- ★ **The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.**
- ★ **Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.**
- ★ **Continuous attention to technical excellence and good design enhances agility.**
- ★ **The best architectures, requirements, and designs emerge from self-organizing teams.**
- ★ **At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.**

What's Coming...

- ★ **Continued Iterations**
- ★ **Bye, bye cookies**
- ★ **Major payables release**
- ★ **CRS UserManual release**
- ★ **Infrastructure improvements for scalability, reliability and redundancy**

Bye, Bye Cookies

In June, the reliance on cookies will be severed.

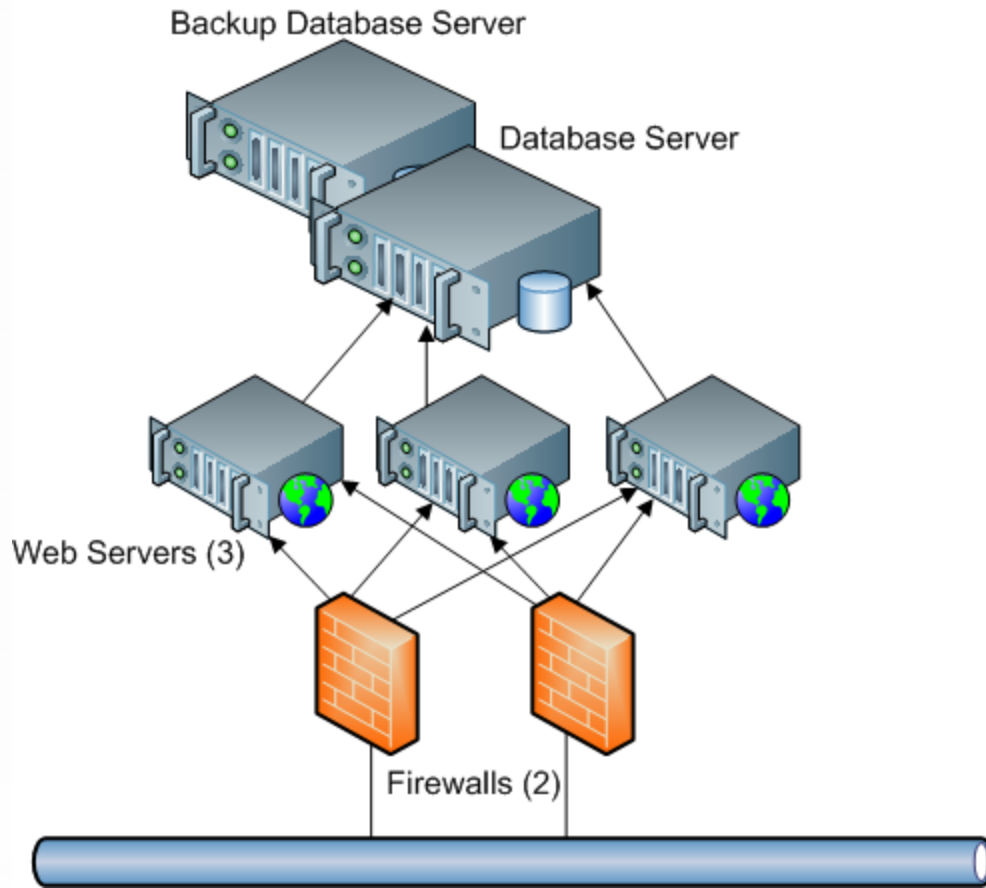
- ✦ Eliminates the ‘cross-browser pollination’ problem reported by some users.**
- ✦ Allows (and in fact encourages) easier use of multiple agents sessions.**



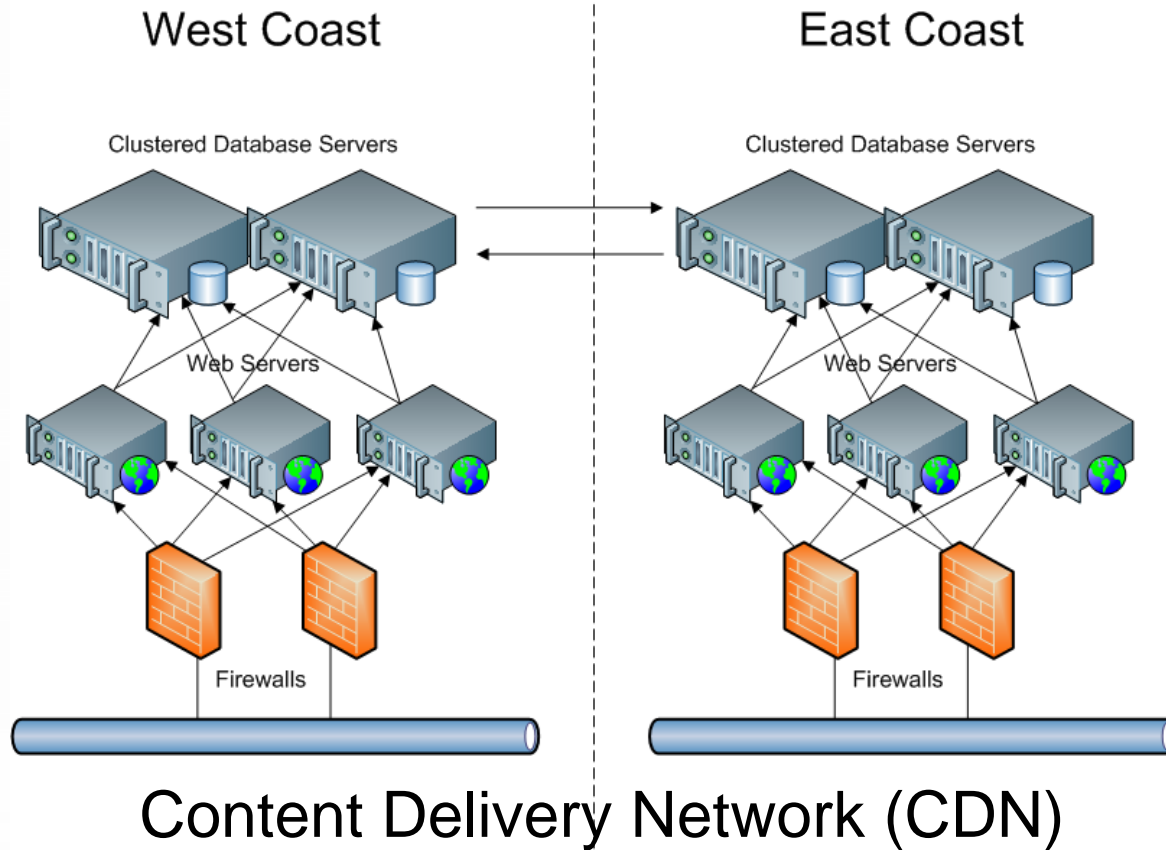
Payables Release

- ✦ **A rewrite of portions of the payables backend, to eliminate payables problems associated with Cancel/Rebook and Itinerary Modify.**
- ✦ **New version of the Itinerary Modify Process.**
- ✦ **No more 'Cancel' button. All cancels will go through the Modify process.**

Current Infrastructure



Future Infrastructure



Future of the User Group

It is FOR the users, should it also be BY the users?

