



**For immediate release**

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## **HBSi Takes Off! Expands Relationship with Flight Centre Ltd. and Adds Liberty Travel and GOGO Worldwide Vacations**

*HBSi's connection for all three now certified on Tourism Technology's Calypso platform*

**ATLANTA** (February 9, 2010) — HBSi, an IBS Group company, has expanded its relationship with Brisbane, Australia-based Flight Centre, as well as adding its prominent companies, Liberty Travel and GOGO Worldwide Vacations to its client roster. All three are now live on HBSi's iDemand Gateway™ through an interface with the Calypso software platform from Tourism Technology.

HBSi's iDemand Gateway solution entirely automates the connections between hotel inventory systems and travel distribution outlets, such as tour operators and online travel agent sites. HBSi's iDemand Gateway enables Flight Centre, Liberty and GOGO to replace their error-prone and time-consuming manual processes. Through HBSi, the companies have real-time access to hotels around the world, including their most exclusive inventory and last-minute promotions.

"Our aim is to improve efficiency in all processes, and the HBSi solution will achieve that significantly. Harrahs Resorts and Sandals have been successfully deployed with many other suppliers going live over the coming months" said Mark Benson, General Manager/Vice President of Global Product for Flight Centre USA. "We're encouraging all the hotel brands we book to use HBSi also," Benson added.

"It's a pleasure and validation of the work we do to have a long-time customer such as Flight Centre expand their relationship, especially to this degree," said Greg Berman, chief operating officer of HBSi. "And because we now have an interface to the Calypso platform, we look forward to connecting other Calypso users to our iDemand Gateway."

**About HBSi**

HBSi, an IBS Group company, works with both hotel companies and distribution outlets to provide a flexible and affordable channel management and connectivity platform. HBSi focuses on speed to market, direct connections and improved distribution management, as well as software integration services. HBSi's hotel customers include Elite Island Resorts, Fairmont, Harrah's, Kerzner, Raffles, Sandals and SuperClubs. The company's travel partners include Travelocity, Expedia, Orbitz and Booking.com. For more information, visit [www.hbsconnect.com](http://www.hbsconnect.com).

**About IBS**

The IBS Group (IBS) is a leading provider of new-generation IT solutions to the global Travel, Transportation and Logistics (TTL) industry. A specialist in the domain, IBS offers business consultancy that helps customers enhance revenue and market share, reduce cost of operations and manage growth profitably. IBS solutions manage the mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines and tour operators world-wide. IBS is SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2008, TickIT and ISO 27001:2005 certified, and operates out of twelve business centers in the Americas, Europe, Asia-Pacific, the Middle-East and Africa. More information about IBS is available at [www.ibsplc.com](http://www.ibsplc.com).

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