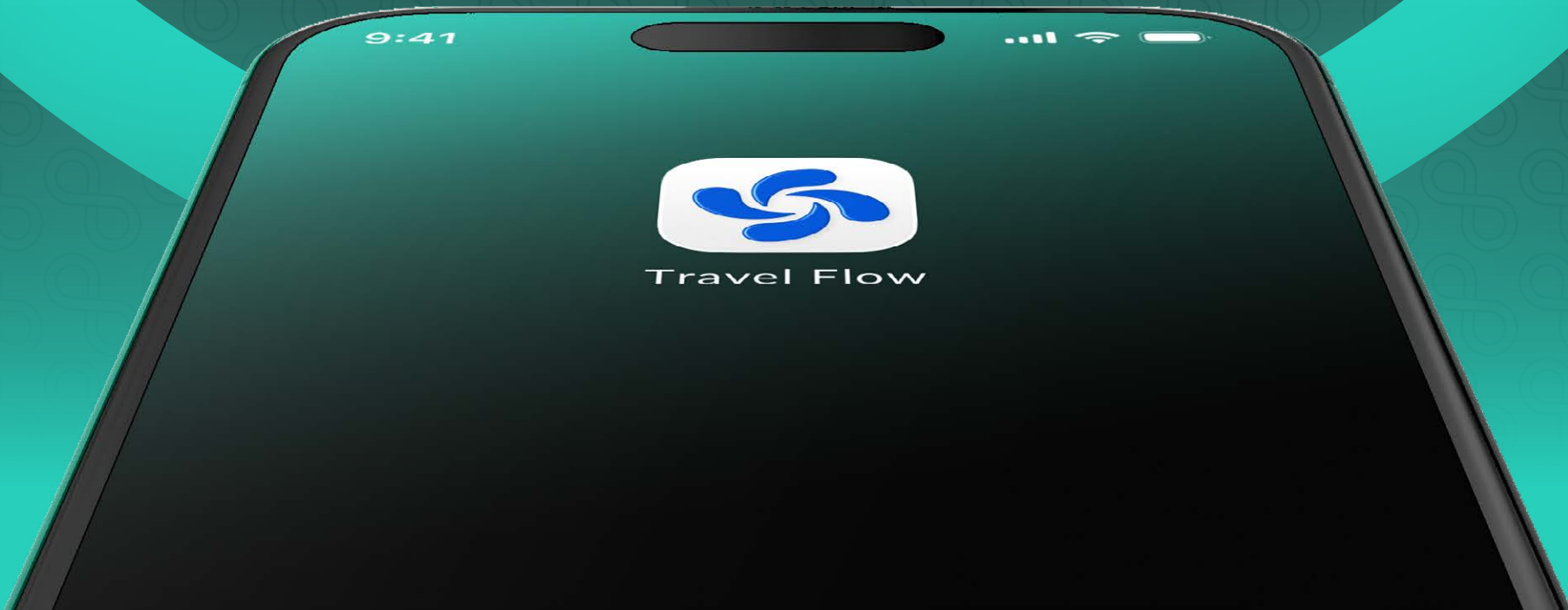




Billian IT Solutions

How InfiniteAPI helped Billian expand fare content
and strengthen their competitive offering

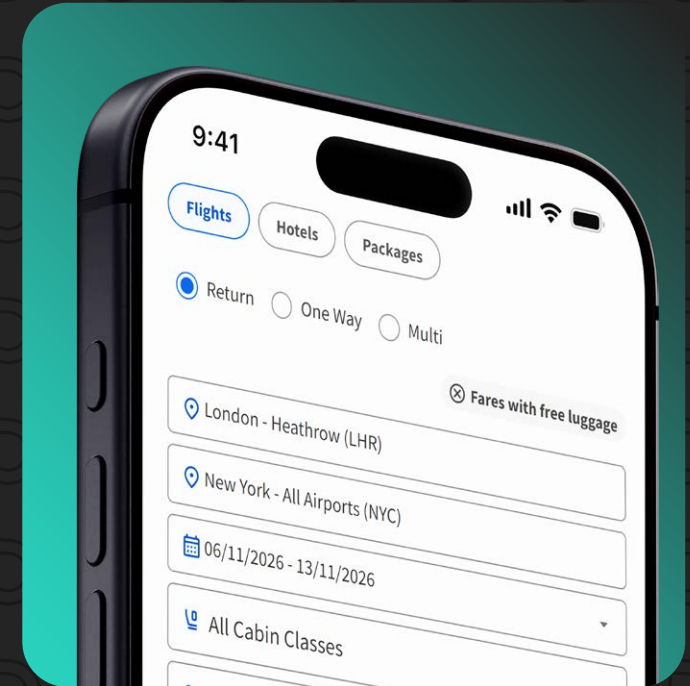


The partner

Billian IT Solutions is a UK-based travel technology specialist founded in 1995, serving leisure, corporate, and trade clients both domestically and worldwide.

Through their Travelflow platform, Billian's in-house team of developers and designers - who understand the industry firsthand - build modern, reliable booking tools that help travel businesses sell more, access richer content, and streamline their operations.

Their focus is on delivering flexible, scalable solutions that fit naturally into how agencies, tour operators, and corporate travel providers work - from businesses with no GDS access to those managing multiple GDS connections.



Billian
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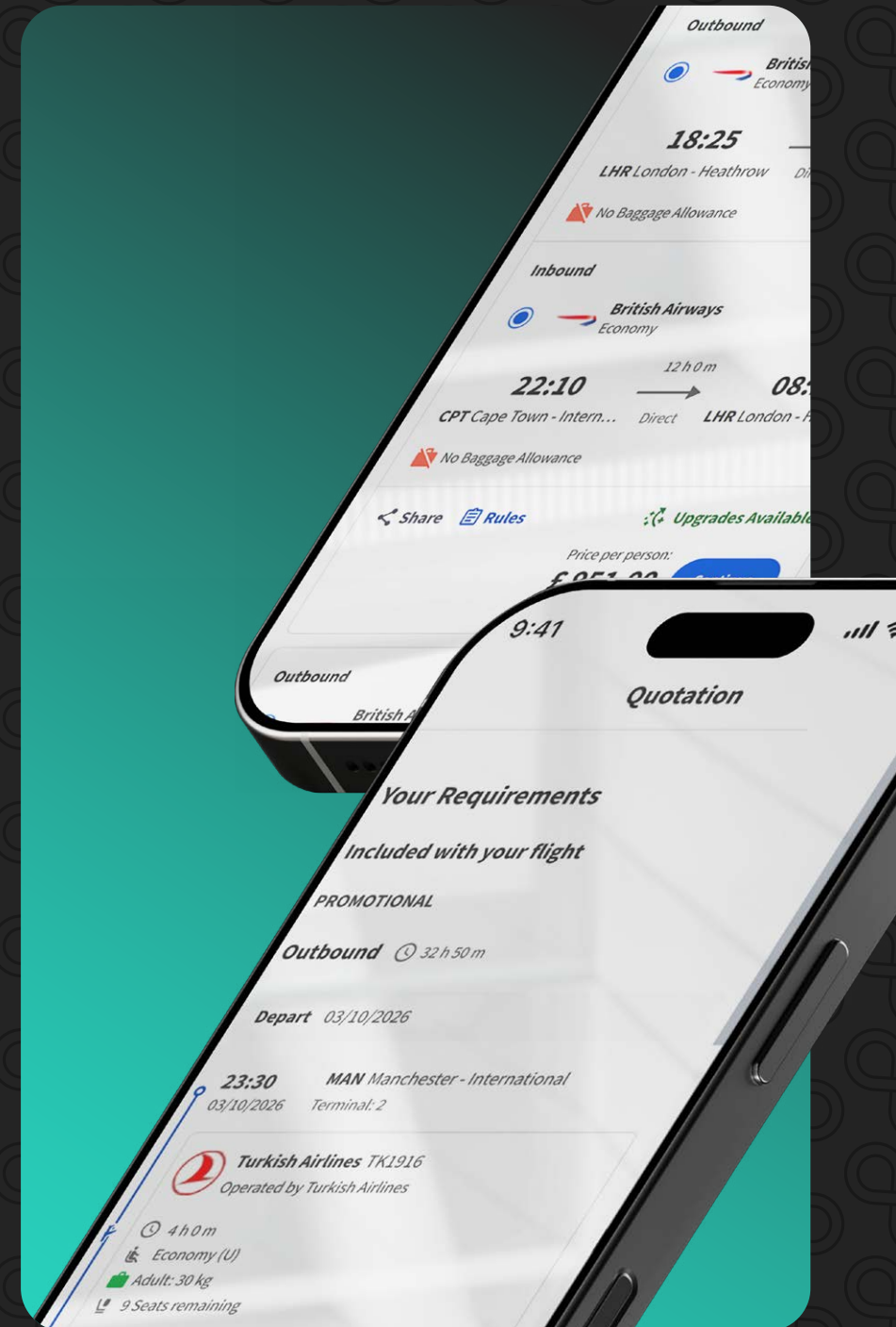
The challenge

Billian's existing clients were in a strong position operationally - their setups were stable, their workflows functional, and their foundations solid.

The opportunity lay in going further. Many were looking to expand the range of fares available to them, unlocking more competitive content and giving their customers a broader, more compelling choice of options.

Key fare types - particularly British Airways Inclusive Tour (IT) fares, which had become increasingly valuable for competitive packaging - represented a clear commercial opportunity that existing GDS partnerships weren't positioned to deliver.

Accessing those fares meant being able to present travellers with better-priced, more attractive choices and strengthening their position in a competitive market.



The solution

Billian began partnering with Travel Innovation Group in October 2023, integrating InfiniteAPI into their Travelflow platform to extend the fare content available to their clients. The integration is delivered in the same way as Billian's other GDS and low-cost carrier connections, making it a natural extension of their existing architecture.

"Support was consistently strong, with responsive and knowledgeable assistance throughout the process."

Vicki Jones, Director, Billian IT Solutions



The results

The primary impact of the partnership has been an expansion of what Billian can offer - both to their existing clients and to a broader range of prospective ones.



Content and commercial reach

Clients now have access to fare types - including British Airways Inclusive Tour - that were previously unavailable through traditional GDS suppliers

The expanded content has opened opportunities with clients requiring more specialised or package-friendly fare types

Travelflow can now serve the full spectrum of travel businesses, from those with no GDS access through to multi-GDS operations

Stability and retention

Consistently high client retention across all clients using the solution

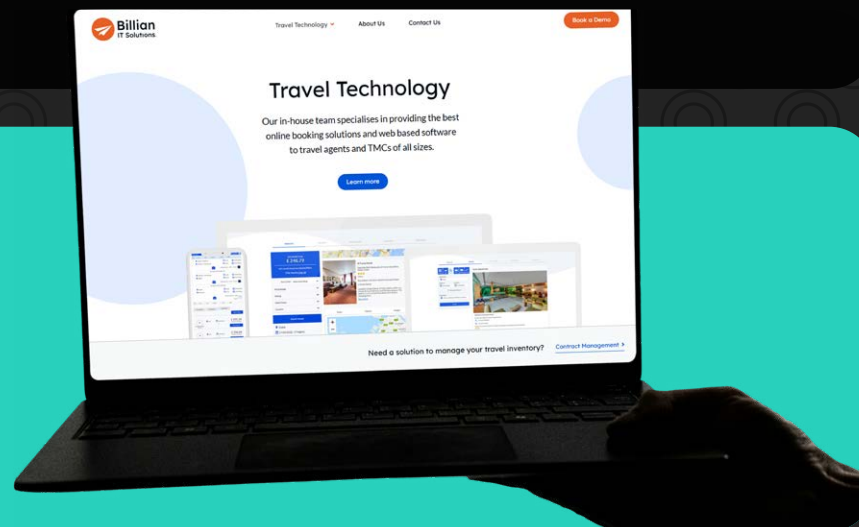
The integration slots into Travelflow's existing architecture with minimal disruption, meaning no operational upheaval for clients at go-live

Smooth rollout process across implementations

The client experience

For Billian's clients, the most tangible change is access to fares they couldn't reach before and to a more competitive product they can sell with confidence.

Feedback from clients has been positive, with particular appreciation for the expanded fare availability and improved booking experience. Internally, the integration has had minimal impact on Billian's day-to-day processes, which is a mark of how naturally InfiniteAPI fits into their existing Travelflow architecture.



In Billian's own words

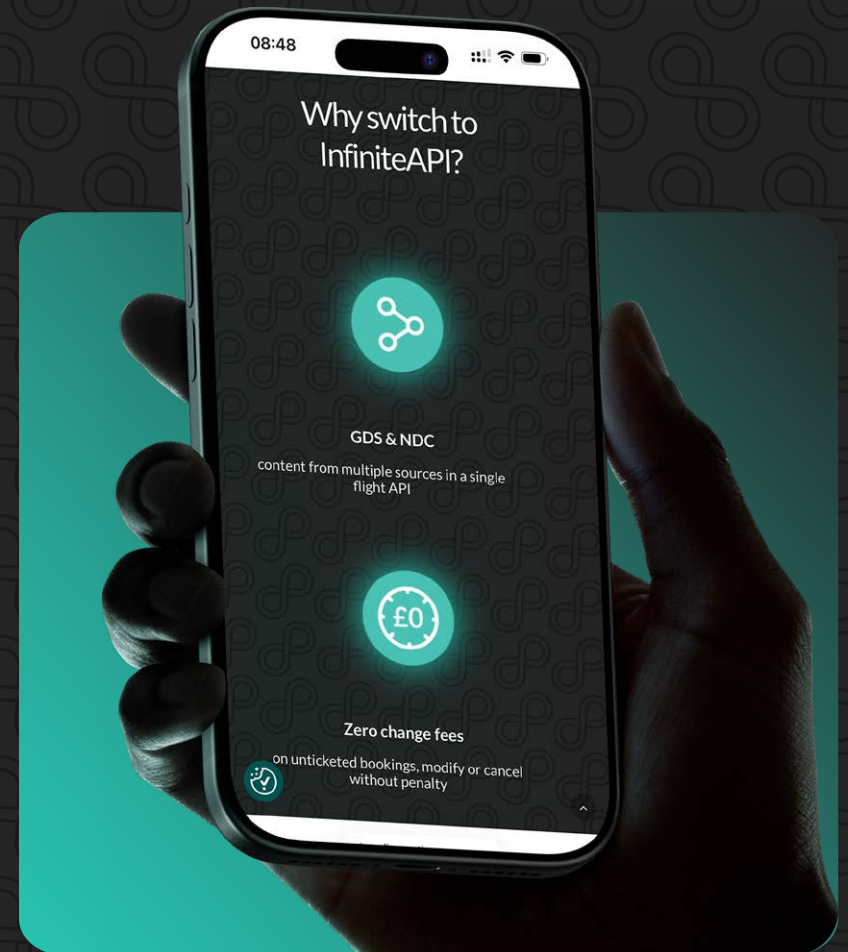
"Partnering with this API/Cache solution has allowed us to enhance the fares and content we can offer our clients. It has strengthened their overall customer experience and opened up new opportunities that weren't possible with traditional GDS suppliers."

**Vicki Jones, Director,
Billian IT Solutions**

Who this works for

The Billian partnership shows what InfiniteAPI can unlock for technology providers whose clients are hitting the ceiling of traditional GDS content.

If you're a platform provider looking to offer broader fare access, including specialist fare types like British Airways Inclusive Tour, without rebuilding your architecture, InfiniteAPI integrates as a natural extension of what you already have.



Ready to see what's possible?

Get in touch with the Travel Innovation Group team to explore how InfiniteAPI and InfiniteCache can work within your platform.