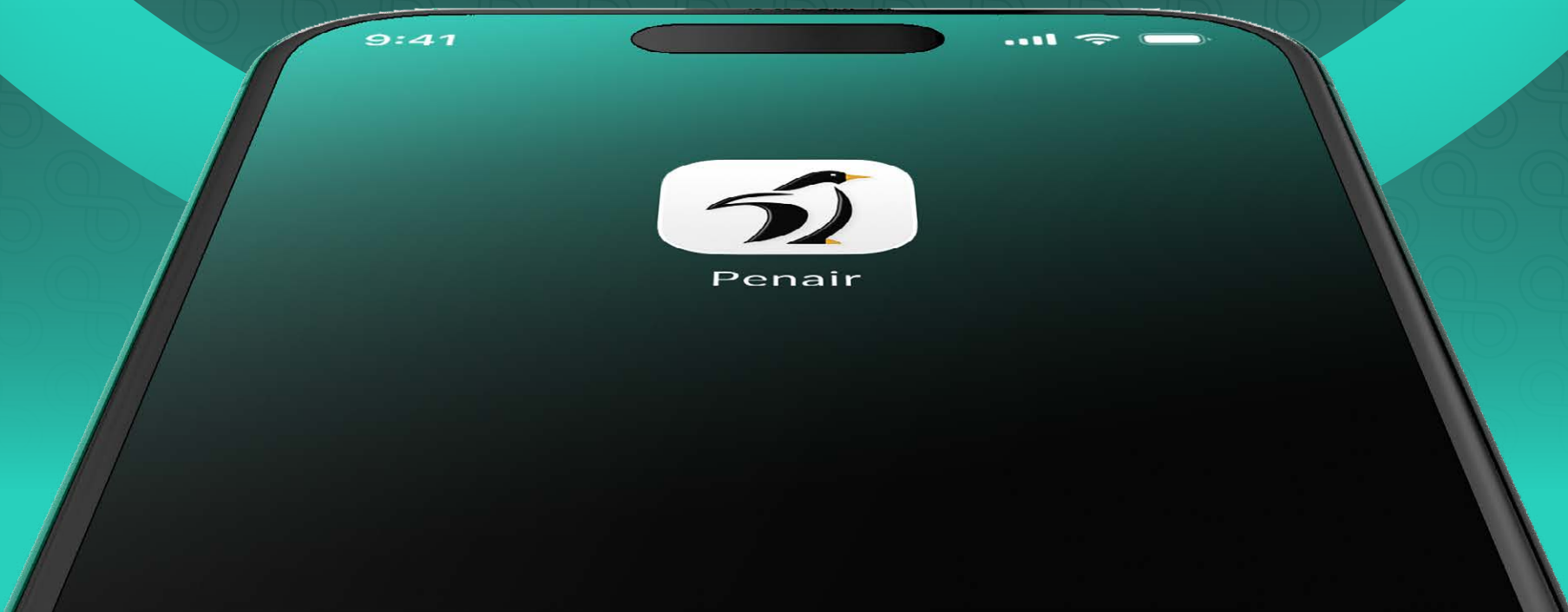




Penguin Travel Technology

How InfiniteAPI helped Penguin deliver faster,
more reliable airfares for their clients



The partner

Penguin is a B2B travel technology provider founded in 1996, serving travel agencies, TMCs, and tour operators across the UK, Europe, USA, Australia, the Middle East, and Africa.

Their platform specialises in mid- and back-office automation - covering workflow management, financial reconciliation, and scalable integrations across airfare, payments, and reporting.

With a client base spanning OTAs, regional consolidators, and hybrid leisure/corporate agencies, Penguin needed an airfare integration partner that could match the pace and complexity of high-volume travel operations.



The challenge

Before partnering with Travel Innovation Group, Penguin's clients faced a fragmented and labour-intensive booking experience.

When a booking was created, agents had to enter every detail manually - a significant drain on time and accuracy at scale.

The knock-on effects were felt across the business:

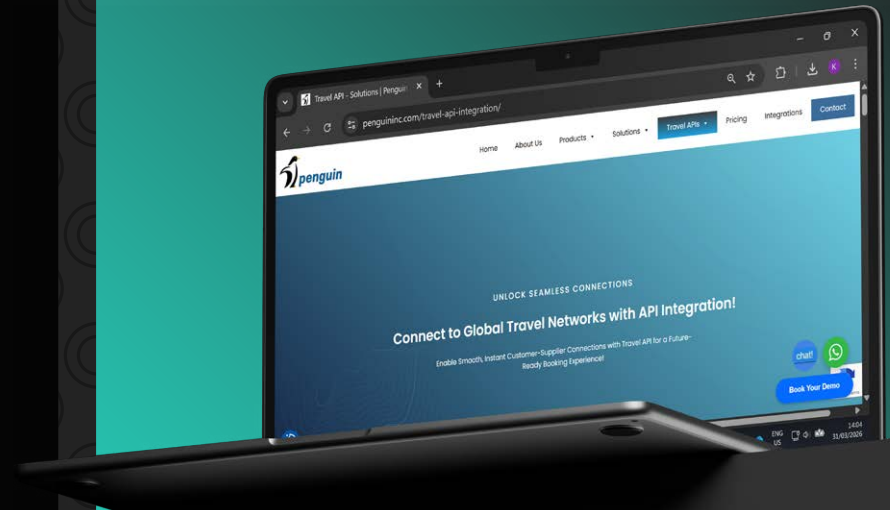
Response times slowed, agent productivity dropped, and the risk of manual error compounded with every booking

PNRs required manual fetching and re-entry

Data mismatches created downstream errors

Teams spent time monitoring and correcting data rather than serving customers

For agencies handling large volumes, this wasn't just an inconvenience - it was a ceiling on growth.



The solution

Penguin began working with Travel Innovation Group in mid-2019, integrating InfiniteAPI to connect their mid- and back-office platform with live airfare data from Lime and Aviate via their PenAir system.



The integration covers the full booking lifecycle, giving Penguin's clients a seamless, end-to-end airfare capability without the need for custom engineering overhead.



Getting up and running was straightforward. Penguin rated the implementation experience 4.5 out of 5, with core flows live within two to three weeks.

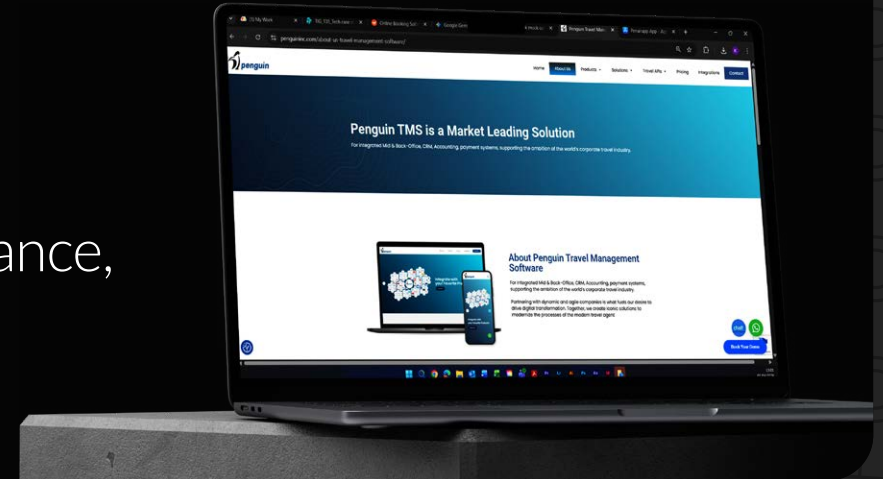


"The support team was genuinely impressive throughout the implementation – helpful during setup, quick to respond to questions, and clear in their guidance."

Jacob, Technical Account Manager, Penguin

The results

The impact was measurable across performance, operations, and commercial outcomes.



Platform performance

Sub-second fare search,
with higher
price accuracy

Search latency
reduced by over
50%

Fewer price changes
at checkout, improving
conversion rates

Operational efficiency

Onboarding timelines cut
by approximately
40%

Support tickets down
35%

Engineering and support
teams freed from fixing fare
errors and system timeouts

Business growth

Access to new market
segments, including high-
volume OTAs and hybrid
leisure/corporate agencies

Incremental revenue uplift
through API-enabled upsells
and faster go-live cycles

Lower infrastructure costs
through intelligent caching

98% client retention rate

The client experience

For Penguin's customers, the difference is tangible. Agents see faster search results, more consistent pricing, and a more reliable booking flow-particularly for high-volume searches and complex multi-sector itineraries.

Internally, Penguin's product team has been able to shift focus from reactive issue management to proactive platform development - a meaningful change for a growing technology business.

"Clients report faster booking flows, improved price consistency, and stronger end-user satisfaction — especially for high-volume search and complex multi-sector itineraries."

Jacob, Technical Account Manager, Penguin



In Penguin's own words

"Partnering with InfiniteAPI has improved Penguin's airfare integration significantly.

The platform provides fast search results, accurate pricing, and a reliable experience for our travel agency clients. The integration process was smooth, and the support team was helpful throughout.

This partnership has helped us grow our travel technology platform while continuing to deliver the performance our clients expect."

Jacob,
Technical Account Manager
Penguin

Who this works for

InfiniteAPI and InfiniteCache are built for technology providers who need reliable, high-performance airfare integration without the overhead of custom engineering.

If you're building or scaling a mid- or back-office platform, an OTA, or a booking tool for agencies, TMCs, or tour operators - and you need sub-second fare search, accurate pricing, and an integration that goes live in weeks rather than months - this is what the Penguin partnership demonstrates is possible.



**Want results like these
in your platform?**

Get in touch with the Travel Innovation Group team to find out how InfiniteAPI and InfiniteCache can power your airfare integration.