

FOR IMMEDIATE RELEASE

Sapphire Systems Announces Partnership with Open Destinations

Sapphire and Open Destinations create alliance to offer fully integrated Travel Reservation booking and back office financial solutions

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LONDON, UK – 6 June 2006. Sapphire Systems today announced that they are to partner with Open Destinations, to provide a complete end-to-end booking and financial solution for the travel industry, through integrated SunSystems and Travelstudio.

SunSystems from Sapphire is a leading financial management solution. It is available in 30 languages and is used by 18,000 companies in 190 countries worldwide. The travel and tourism industry has several sector specific accounting requirements which SunSystems is able to accommodate, such as dual base currency processing and various revenue recognition options.

The Travelstudio reservation booking system, developed and supported by Open Destinations, is one of the most complete reservation solutions available within the industry today, enabling operators to do business with trade customers and as well as consumers booking package tours and bespoke holiday bookings – which is not possible with other online reservation systems. Travelstudio is used in 20 Countries around the world with over 2,000 people now logging into the system every day. As a growing company Open Destinations has its eye fixed firmly on the future. Their development and outsourcing centre in Goa, India provides a range of development, support and BPO services to their rapidly growing client base.

Nick Williams, Travel Division Manager at Sapphire says “Increasingly holiday makers and travellers are turning to the internet to book their trips away and those tour operators with the most comprehensive and competitive online offerings are going to stand out from the crowd. With SunSystems and Travelstudio, you can get a fully integrated business management solution that offers complete synchronisation across your business information – resulting in more accurate, up to date information with which to measure and assess financial and business performance.”

Bales Worldwide is one niche travel specialist already benefiting from the integrated solutions. Commenting on the implementation of Travelstudio Iain Fenton, Sales and Marketing Director at Bales said “The new technology represents a substantial investment in bringing our online presence to higher level; it is a reflection of our continuing commitment to travel and tourism excellence.” Alan McArdle, Bales’ Financial Controller, adds “We felt the SunSystems solution was the best fit for the extensive amount of analysis and reporting that we require. Sapphire were chosen to implement the SunSystems application as they have proven experience in integrating travel reservation and accounting systems, through an established partnership with Open Destinations.”

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About Sapphire Systems plc

Sapphire is the worlds leading reseller of SunSystems – a title which it has held for the past 4 years. Since 1986, Sapphire has offered their clients wide-ranging practical expertise in selecting and implementing advanced financial accounting and business management solutions and today provides software, services and support for hundreds of customers worldwide from their offices in London and Manchester. Sapphire is a founder member of the British Application Software Developers Association and is featured in the Deloitte & Touche Fast 50 Technology 2005 rankings.
www.sapphiresystems.co.uk

About Open Destinations

Open Destinations was founded in 1998 with the objective of creating leading edge solutions for the Travel Industry. Utilising over 25 years of IT and Travel Industry experience the company's first product is Travelstudio, a Windows-based product for Tour Operators and Destination Management Companies.
www.opendestinations.com