



Indusa Global Solutions

TOURISM AND NATIONAL SECURITY

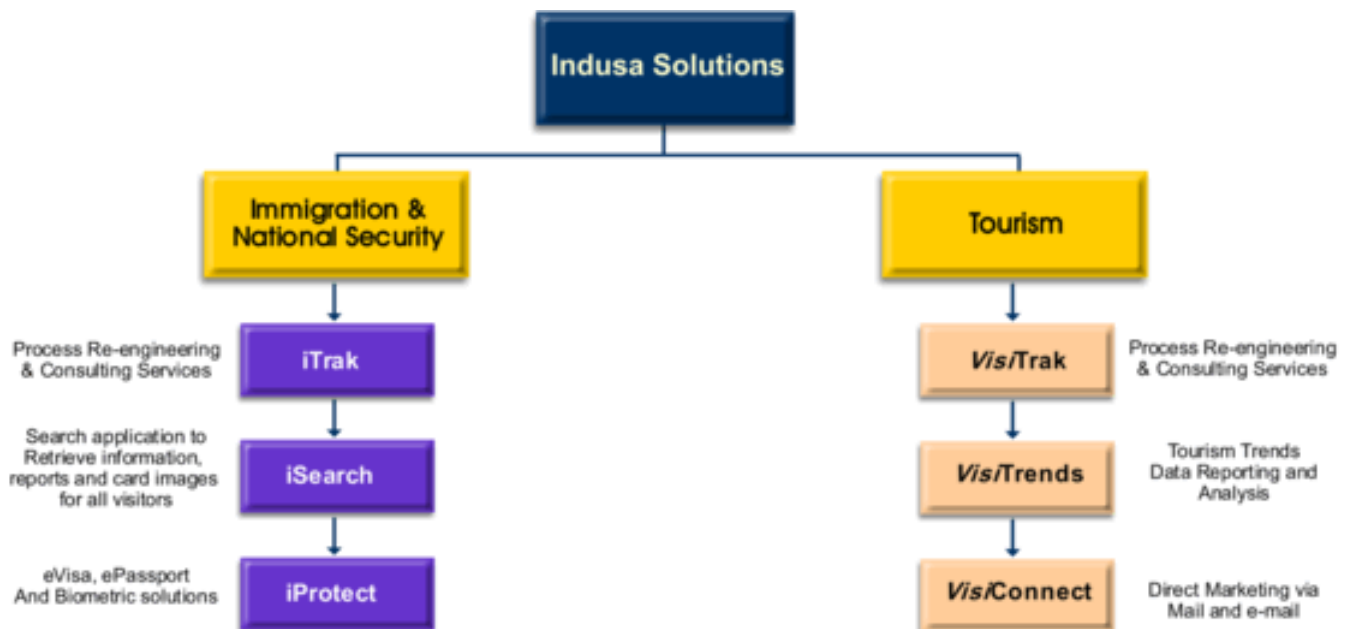
Introduction

About Indusa Global

Indusa Global is a CMM – Level 4 certified software solutions provider and a Microsoft Managed Partner, the highest level of cooperation and support accorded by Microsoft to third party companies. Indusa has offices in the United States of America, the United Kingdom and South Africa. These are supported by data processing centres in India and The Bahamas and a software development facility in Jamaica.

Established in 1995, Indusa has developed as a boutique IT solutions provider with particular specialization in National Security and Tourism. In these fields, Indusa offers several 'solutions'. These are not standard, off-the-shelf software packages but individual solutions engineered and tailor-made to suit the particular needs of each country, destination or tourism entity.

Solutions Overview



Overview



- ✘ VisiTrak provides customers with consulting services for process re-engineering, forms and survey design, and workflow optimization. Travel related organizations and tourism departments have utilized Indusa's VisiTrak solution to improve their Data Capture, Data Conversion and Reporting processes.
- ✘ As part of the VisiTrak solution, Indusa consultants study the Customers organization and procedures in order to make process improvement recommendations. In addition, Indusa consultants ensure that they understand the Customers marketing needs to help them minimize costs and maximize effectiveness



Benefits

- ✘ VisiTrak provides the essential raw material and building blocks for all subsequent analysis, reporting and customer relationship marketing (CRM).
- ✘ Adopting the VisiTrak process means that the availability of tourism data is speeded up to be within a few days of a visitor's arrival and departure.
- ✘ The VisiTrak process ensures that the accuracy and relevance of tourism data is dramatically improved and that marketing and development plans will be based on better, more accurate and more timely data with consequent improvements in decision making.
- ✘ Data processing options may provide employment and training opportunities at a local level



Overview



- ❑ Indusa's VisiTrends solution takes the improved and timely tourism data provided by VisiTrak and presents multiple cross analyses of the statistics in easily understood formats. VisiTrends allows the public and private sector engaged in developing and promoting tourism to have far deeper insights into their visitor markets than ever previously possible. It utilises the latest data mining and business intelligence software to 'slice and dice' the data into manageable and easily understood tables, graphs and charts.
- ❑ VisiTrends also provides for the introduction of third party data, such as census information from the market countries, which gives even greater power to the tourism statistics generated by the receiving destinations.
- ❑ With the help of VisiTrends, tourism decision makers can target desirable market segments in highly efficient and cost effective programmes.



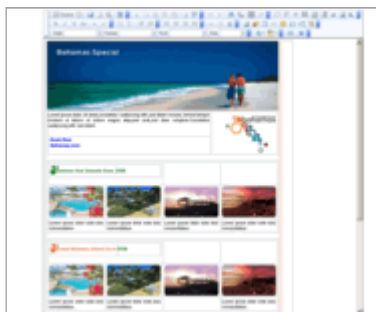
Benefits

- ❑ VisiTrends provides Tourism research analysts and decision makers, the ability to mine deep down into the tourism data, cross analyse the same using the familiar format of Excel spreadsheets, present findings in easily understood graphs, charts and tables and is available on a self-service, web-based platform.
- ❑ Armed with this powerful tool, tourist boards and hotels are in a position to gain new insights into their various markets.
- ❑ Not only can marketing campaigns be better targeted, thereby saving valuable marketing resources, but also the results of those campaigns can be accurately evaluated with resulting improvements and efficiencies for future campaigns.
- ❑ Furthermore marketing programmes run in partnership with airlines, hotels and tour operators can be better evaluated as to their added value.
- ❑ Statistical data to prove new-route or additional-capacity arguments to airlines is easily provided by VisiTrends.
- ❑ Product strengths and weaknesses, as viewed by departing visitors, are identified thereby giving 'statistical ammunition' to a tourist board wanting to praise, confront or motivate an hotel or attraction.
- ❑ VisiTrends provides the basis for highly targeted programmes to enlist customer loyalties and to boost repeat visitor numbers.

Overview



- ❏ VisiConnect uses the data built up by VisiTrak and analysed by VisiTrends, to address past visitors with messages targeted to their needs and travel habits. VisiConnect empowers destinations to enter the world of CRM – Customer Relationship Marketing.
- ❏ The application provides marketing departments with the ability to select groups of past visitors according to various sets of criteria, defined at the touch of a key, and then send those selected visitors messages and images created 'in-house'.
- ❏ The need to involve outside agencies is reduced and marketing messages can be produced and sent within a matter of minutes.
- ❏ Moreover, response rates to different messages can be measured and the ultimate test, which is the rate of repeat visits by those targeted by VisiConnect messages, can be measured as those target visitors arrive at the destination on new visits.



Benefits

- ❏ Marketing to past visitors is known to have a better return on investment than marketing to first timers.
- ❏ VisiConnect provides the tool to address messages to past visitors in a personalised and targeted way.
- ❏ It allows new resorts, attractions or regional destinations to be introduced to past visitors known to favour that type of product. So, for example, a new golf course, a new dive resort or a new museum can be announced in personalised messages to past golfers, divers or art lovers.
- ❏ Similarly a new airline route or service can be announced to past travellers living in the feeder cities for that route or service.
- ❏ Or again, if there are fears that a particular month or period ahead will be low on bookings, travellers who previously visited at that time of year could be sent special offers to encourage bookings.
- ❏ VisiConnect provides the flexibility and power to marketing departments to quickly and cheaply send out very targeted messages without the costly and time-consuming involvement of agencies.
- ❏ In short, VisiConnect provides tourism departments with the ability to cost effectively send the right information, to the right customer, at the right time and...measure the results.

Overview/Purpose



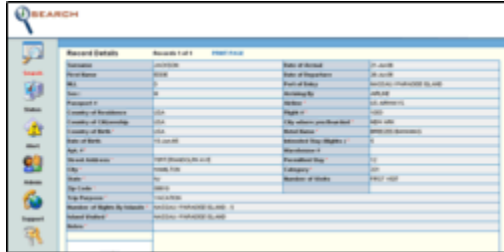
- ✘ Indusa's consultants work with the relevant authorities of the country's Immigration Department or Border Police to improve the collection of Immigration data;
- ✘ iTrak seeks to examine the existing Arrival and Departure cards and make suggestions for modifications to improve the card design and layout in order to improve upon the type of data collected and the subsequent data entry and processing. Importantly, the appearance and clarity of the cards from the point of view of the arriving visitor are considered.
- ✘ Test the new cards with arriving foreign nationals to make sure the questions and layout produce the most accurate possible responses.
- ✘ Examine and make recommendations for improvements in the processes for collecting, indexing, scanning and processing of arrival and departure cards. Where Immigration cards are not currently in use, iTrak provides to examine alternative data collection methods and seek to maximise the relevance of the data, the speed of processing and the speed

Benefits

- ✘ Immigration authorities receive faster and more complete information on the arrival and departure of foreign nationals;
- ✘ Unwanted persons are stopped at the frontiers or found more quickly;
- ✘ Work Permit violations are quickly flagged and can be acted upon rapidly;
- ✘ Visitors exceeding permitted stays are identified immediately.
- ✘ Data entry of Arrival and Departure cards can provide local employment opportunities and Indusa can offer training programmes to facilitate this development.



Overview/Purpose



- ❑ iSearch provides authorised persons with the capability, most likely on a secure government intranet, to search the Immigration database for wanted persons;
- ❑ Depending on what is known about a wanted person, parameters such as Date of Entry, First and Last Name, Country of Citizenship, Passport No. are entered into an easily-understood and clear on-screen form;
- ❑ iSearch displays outline details of all persons fitting the entered parameters;
- ❑ From the outline data, full immigration records of selected persons can be called up as desired;
- ❑ Additionally, in countries where an Immigration card is used, the image of the actual card filled in by a wanted person can be called up and displayed.



Benefits

- ❑ iSearch puts the power to instantly search large immigration databases into the hands (or on to the desktops) of authorised senior officials as and when needed;
- ❑ This search facility can be provided at airports and seaports as well as at Police or Immigration HQs.
- ❑ Wanted persons can be traced quickly with obvious benefits to national security.
- ❑ Provides for linking the search to international stop lists, watch lists and any other similar databases from security sources.



Overview/Purpose



- ❑ Indusa Global's ePassport, eVisa and eWork Permit solutions are based upon a contactless inlay with a chip, which provides a highly secure and portable medium for authentication and identification.
- ❑ ePassport is coupled with the Immigration Autogate, an automated immigration clearance and border control system for travellers holding an e-passport.
- ❑ The Immigration Autogate's retractable panel is a user-friendly barrier developed for fast immigration processing of people at border entry points. The modular panel concept allows adaptation to a variety of designs and implementations.
- ❑ In Malaysia where 49 Autogates are installed at 11 entry/exit points, passport processing time for Malaysian travellers has been reduced to an average of 8-10 seconds compared to the previous 45 seconds with manual processing.
- ❑ iProtect solutions are compliant with the latest ICAO, ILO and IOM standards and offer interoperability with other countries that require passports with biometric integration.
- ❑ iProtect solution also has the scalability to be applied to other biometric cards such as national ID cards, Election ID and Seafarer ID.

Benefits



- ❑ ePassport provides benefits of minimal forgery, fraud and corruption with national passports;
- ❑ ePassport requires reduced processing time for returning residents at border crossings through Autogates;
- ❑ ePassport promotes improved relations with other countries due to the introduction of Immigration best-practice.
- ❑ eVisa allows visitors to conveniently apply for visas online and provides airlines automatically with visa information at time of check in
- ❑ eVisa eliminates the need for a stamp or paper insert in a visitors passport
- ❑ eWork Permit reduces forgery and fraud among foreign work permit holders





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