

Strategic Alliance between GroundScope and Blue Star Infotech

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GroundScope partners with Blue Star Infotech to strengthen its IT arm

GroundScope Ltd., a fast growing IT and management services business focussed exclusively on ground travel, announced a strategic alliance with Blue Star Infotech, a leading provider of travel technology and business solutions. Through this alliance, Blue Star Infotech will provide development and maintenance services to enhance GroundScope's core platform and support its implementations across its global customer base.

The GroundScope service includes an online technology platform which allows clients to book cars and manages their bookings in 500+ cities worldwide. The system provides online payment facilities and detailed management information on client spend and service partner performance against an agreed SLA.

This alliance will leverage the strengths of both organisations and brings together GroundScope's deep knowledge of the business travel domain and Blue Star Infotech's strong capabilities in developing and supporting solutions for the travel industry.

Blue Star Infotech has been engaged with GroundScope since 2006 and has assisted them in the design and development of the middleware switch that forms the core of GroundScope's business offerings.

According to John McCallion, Joint Managing Director, GroundScope, "IT is at the core of GroundScope's service offering and Blue Star Infotech completely manages the development and day to day support of our IT. We have a partnering approach to developing the GroundScope technology and work closely with Blue Star Infotech to continuously improve our platform capability. Our highly professional and demanding client base from the Pharmaceutical, IT, Manufacturing, Telecom and Financial Services sectors requires us to deliver a very high quality of service to all our clients and we have been very impressed with Blue Star Infotech's capabilities in project management, development and delivery to deadline of our technology. "

John Graham, Blue Star Infotech's Travel & Hospitality Practice Head, said, "We are delighted to be associated with GroundScope and are confident that our core strengths in online technology and the travel domain will enable us to provide significant value-addition to GroundScope and further enhance our position as a leading solution provider to the travel industry."

About GroundScope

GroundScope is an independently owned business that specialises in ground transportation solutions for corporate clients. It provides ground travel management technology and fully managed service solutions in the UK and internationally to leading companies, saving them money and time.

GroundScope's technology platform allows fast, efficient booking of ground transportation across the globe. Their solutions are run as fully managed outsourced services or as online booking platforms. GroundScope can also manage the client's service partners to ensure that they deliver a reliable service as well as vetting the service partners to ensure that they have the correct insurances, licences and driver vetting in place to meet Health & Safety and CSR legislation.

About Blue Star Infotech

Part of the US\$600M Blue Star Group, Blue Star Infotech enables organisations to realize their business goals - by enabling them to eliminate operational inefficiencies and internal constraints through innovative technology and business solutions.

Fusing Travel 2.0 with state-of-the-art technology and industry standards such as OTA and HTNG, Blue Star Infotech enables Tour Operators, Travel Agencies, Wholesalers, Hotels, OTAs, Destination Management companies to manage their sales and distribution more effectively and comprehensively. Its capabilities and services cover SOA-enablement, Travel 2.0 portals, Custom Applications, Dynamic Packaging, Connectivity to GDS and Suppliers, Integration, Internationalisation, Business Intelligence solutions and Legacy Migration.

Its customers include leading companies such as Costco Travels, AAA Clubs, Rajasthan Tourism, Virgin Holidays and Club ABC.

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