

WUBOOK X TILAA

HOW WUBOOK USES CLOUD SOLUTIONS TO BOOST THEIR GLOBAL GROWTH

A SOFTWARE SOLUTION TO MANAGE
ROOMS AND RATES EASILY

 tilaa.



IN CONVERSATION WITH...

WuBook, a global tourist company that provides easy access to the greatest technologies to help their customers build their business. From the very beginning, WuBook's founders placed the emphasis on innovation and quality accessible to all, disrupting the market that was only made up of big players more than 15 years ago. Not just a corporate image, but a company focused on maintaining and supporting its community of hoteliers.

Since then, WuBook has never stopped evolving. And so did its customers. The team has grown to almost 50 employees and several offices around the world, while maintaining the offer of a free basic product and a support team actively engaged with customers and involved in all company development processes.

During our inspiring conversation with WuBook, who has been with us since day one, we discussed the important steps we are both taking in our mission to support customers' business growth.



WUBOOK

BIG COMPANY, INDEPENDENT SPIRIT

Can you tell us about your experience when you started building your business?

‘When we started our business, we faced some challenges finding technical talent in our city. It took us some time to grow our team with people who were highly skilled in technology. Fortunately, we were able to find such people, and we keep making investments in the development of our team.’

Could you give us some insights into WuBook’s growth?

‘We have approximately 3000 users and are expanding at a rate of 30-36% each year globally. As an older, established business, we continue to grow steadily, but we take care not to expand too

quickly since we do not want to risk being unable to supply the service. We’ll do everything we can to keep the quality high.’

‘Our customers can carry out their daily work easily and effectively and can always count on us’

You mentioned that you consider yourself an “older” company. Can you explain what you mean by that?

‘Yes, when you reach the age of 15, you are considered an “older” company

in the tech business. But we don’t let that term define us. We believe that our experience and maturity are valuable assets that enable us to make a difference.’

What are the benefits of Zak WuBook, the all-in-one software solution you offer?

‘Zak WuBook is a modular, customizable software solution for managing rooms and prices. It can manage any type of accommodation facility from a single online platform, accessible from both desktop and mobile. It is the right answer to the rapid growth of the hospitality business caused by the rise of OTAs (online travel agents) and hotel aggregators (metasearch),

which increasingly require cloud-based solutions.'

Rapid growth of the hospitality industry means it is always on the move. How many transactions do you process on a daily basis?

'In terms of transactions, WuBook handles approximately 9 million transactions every day. Without a solid server and stable resources, it will not be possible to manage it.'

'Tilaa is a pillar of our services, and we trust you to supply our consumers with unbreakable service'

What were the primary factors that influenced your decision to select Tilaa as your provider?

'We were looking for a provider who was PCI compliant because we deal with credit card data and transactions. Tilaa was one of the suppliers who provided this service. It was also critical for us to identify a competent partner who

could manage our requirements and scale quickly without any issues.'

Did we meet your expectations?

'Because of the system's safety, stability and power, collaborating with Tilaa was an incredible opportunity. We appreciate your assistance and technological approach. We particularly like the emphasis on data security and the fact that you are one of the first providers in Europe to guarantee trust for data ownership. WuBook wants to convince its customers that the cloud is secure and trustworthy, and a strong connection with Tilaa helps them do so. Tilaa is a pillar of our services, and we trust you to supply our consumers with unbreakable services.'

Can you tell us about the impact your company has had so far?

'In the early years of our company, we were one of the first providers of hotel technology in Italy, and by the sixth year, we were one of the top ten providers in Europe. We are also a recommended partner of firms such as Airbnb, Expedia and Booking.com. We became partners through our collaboration with other travel companies and our success in the hospitality business.'



What does the future hold for WuBook?

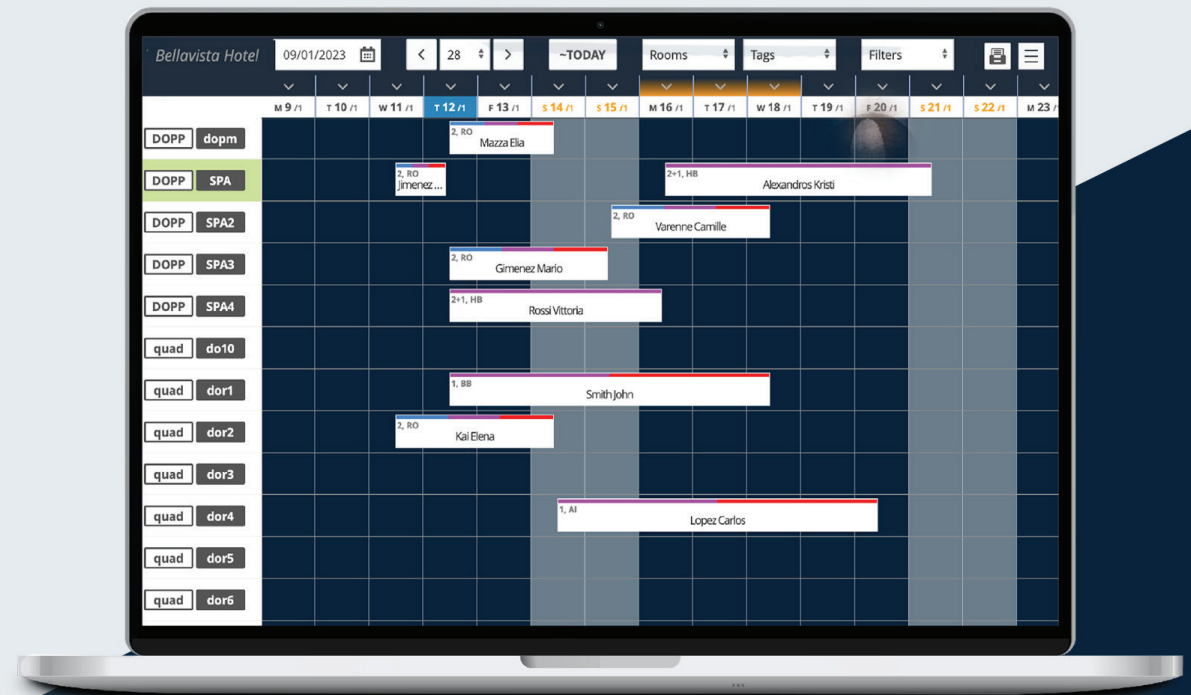
'We intend to continue to grow and expand while keeping our clients' demands in mind. We are continually seeking for new technology to improve our services and are optimistic about the future of the tourism industry.'

Do you miss something in particular about Tilaa's services, or is there something you've always wanted but Tilaa doesn't provide?

'We're satisfied with Tilaa's services, and if there's anything we need, we can always talk about it. We've been a customer for ten years and are very happy with your services.'

Looking forward to future improvements, what do you think of Serverless Containers?

'As part of our ongoing effort to find the best solutions for our services, we are now in the onboarding process to start with Serverless Containers. We're excited to see where this solution takes us in our ongoing partnership with Tilaa'.



TILAA CLOUD

YOUR PREFERRED CLOUD PARTNER



Empowering organizations with effortless solutions.

WuBook's vision – enabling companies in the tourism sector to expand their business by giving them effortless access to high-quality technological developments - closely aligns with Tilaa's.

At Tilaa, we believe the cloud was created to make everything easier. That is why we developed Serverless Containers. With this solution, we are delivering on our promise to provide easy-to-use and fully automated infrastructure services that meet the needs of businesses, allowing them to focus on their primary objectives.

Take advantage of the opportunity to empower your business effortlessly.

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