A Systematic Review on Products and Services of IBS Software Private Limited

Sanju S. Anand [1] & Shashidhar Kini [2]

[1] Research Scholar, Institute of Computer Science and Information Science, Srinivas University, Mangalore, India,
Orcid-ID: 0009-0008-2945-5507; Email: sanju52@gmail.com

[2] Professor, Srinivas Institute of Technology, Valachil, Mangalore, India,
Orcid-ID: 0000-0001-7581-6811; E-mail: skinipa@gmail.com

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Sanju S. Anand [1] & Shashidhar Kini [2]
[1] Research Scholar, Institute of Computer Science and Information Science, Srinivas University, Mangalore, India,
Orcid-ID: 0009-0008-2945-5507; Email: sanju52@gmail.com
[2] Professor, Srinivas Institute of Technology, Valachil, Mangalore, India,
Orcid-ID: 0000-0001-7581-6811; E-mail: skinipa@gmail.com

ABSTRACT

Purpose: *The airline industry is one of the important sectors in all aspects of human life. The word 'Aviation' means the flying vehicles that come under airplanes, helicopters, and unmanned aircraft such as drones, UAVS, etc. This industry is mainly classified into two types, Airlines and Aviation industry. An Airlines business offers air travelling services for people or cargo, whereas the aviation industry is based on the working of defence systems, manufacturing, and training-based things. The modern airline industry is very important because of its globalized nature, helping to connect all continents, countries, and cultures. The aviation industry is a major backbone of every country's annual economy. Every country's international airports are major hubs for overseas trading around the world. It gives direction to a country's international competitiveness and global investments in tourism, IT, and infrastructure. The largest aircraft manufacturing companies in the airline sector are European player Airbus and US-based Boeing. Many airline companies work in national and international sectors, based on annual revenue the leading companies are American airlines, Delta airlines, Southwest airlines, China southern airlines, Ryanair airlines, KLN royal airlines, Turkish airlines, etc. IBS software is a leading provider of new-generation IT products in the logistics, transportation, and travel industry. The ultimate aim of IBS is to offer their clients maximum efficiency, improve revenue, increase safety, analyse growth and reduce total cost. Their service delivery area included the oil & gas sector, airport management, cruise lines, and tour operators. IBS software is a CMM Level 5 certified airline software development company having offices in America, Europe, Japan, the Middle East, Asia, Australia, and Africa.*

Objective: *IBS Software Pvt Ltd, a SaaS -related aviation software development company located in Techno Park, Trivandrum, Kerala is the subject of the company analysis case study.*

Design/Methodology/Approach: *The pertinent data and specifics for this case study on IBS came from product papers that were released in a variety of peer-reviewed journals, conferences, and business websites. Additional details have been given in white papers.*

Findings/Result: *The study of this paper focuses on the company's products and services, Business strategy with their Partners and Alliances, Recruitment and training strategy of IBS Software, Corporate social responsibility, and analysis based on SWOT.*

Originality Value: *The study provides a brief overview of IBS Software Private Limited products & services, In-depth knowledge about flight and staff application, flight repair solutions, customer convocation, License agencies, employee transit, and payload administrations.*

Type of Paper: *Case Study.*

Keywords: Partners and Alliances, Products, Services, Key Challenges, Recruitment strategy, Business collaborations, SWOT analysis.

1. INTRODUCTION :

Company analysis is one of the important types of research methodology and is considered as a

beginner's step in scholarly research. It is classified into different scales of a company architecture covering all strategies and analysis. The main research focused on brand/service analysis, Hi-tech analysis, retail demand analysis, rival analysis, stock exchange share investigation, leadership analysis, growth potential analysis, financial analysis, business strategy analysis, etc. (Aithal P. S. (2017).[1]). In company analysis, various business analysis models are used for finding internal or external problems. The main methods are the ABCD framework, SWOC, the balanced scorecard technique, and the PESTLE analysis framework (Aithal P. S. (2017) [2]). To provide its clients a competitive advantage, the company provides a wide range of software solutions tailored to their corporate and commercial demands. The solutions provided assist the customer in planning, developing, and implementing new ideas. (Raj K J. (2018). [3]). Business case studies are used to study the business model/issues of a firm systematically by identifying either research-oriented issues and analyzing them to create new knowledge or to learn a better way of solving the problems related to such issues Aithal, P. S. (2017). [4]). Wharton Business School business cases for company analysis methodologies were also used in this study (Aithal P. S. (2018) [5]). Case studies are considered as a qualitative research method in business management research. Case studies mainly focus on to study and analyze an organization and its business to see new information to provide solutions to a given or identified problem (Raj K et al. (2018). [6]). Growth strategies, Innovative strategies, Research Strategies, Collaboration Strategies, Placement Strategies, and Technology adoption strategies to add competitive value to services provided to the stakeholders (Aithal P. S. et al. (2018). [7]). ABCD analysis framework is suitable for analyzing business concepts, business systems, technology, business models or business ideas in terms of determining various factors for chosen determinant issues under four constructs called advantages, benefits, constraints, and disadvantages (Aithal P. S. et al. (2018). [8]). SWOC analysis and ABCD analysis are used to study a company's internal capabilities (Madhushree R R. (2018).[9]. A business model or functional system is a set of processes/activities that results in sustainable profit through desired revenue and customer value (Prasad K. K. et al. (2017). [10]). The advanced wireless communication technologies and new authentication techniques like Location information made Smartphone banking transactions innovative, expansive, and widespread companies examples also considered for this study (Aithal P. S. et al. (2016) [11]). This paper investigates the products and services of IBS Software Private Limited was founded in 1997 at Techno Park, Thiruvananthapuram. IBS is one of the leading firms in developing products for SaaS applications mainly in the airline sector, oil and gas, transportation, and tourism industry. Digital infrastructure facilitates Openness & Ubiquitous accessibility of information for stakeholders and the public (Aithal P. S. et al. (2017). [12]). In literature review paper based on solar energy conservation in homes also referred IBS is set up to service the following markets through its three business verticals: Paul P.K. et al. (2017). [13]). Aviation includes everything from passenger services, crew administration, and airport operations, among other things. PSS, a loyalty program, and I-Commerce—a novel platform geared toward airlines and travel agencies—is all examples of passenger services, travel, cruising, and lodging. (Acharya S. et al. (2017). [14]), One of the biggest hotel aggregation platforms, for example, is provided by IBS. 3/ Logistics and oil and gas. More than 2700 people are employed by IBS. The following places house IBS offices: (1). Atlanta and Houston, USA, (2). Trivandrum, Bangalore, and Cochin are all in India, (3). Sydney, Australia Tokyo, Japan, the UK, London, and UAE – Dubai, (4). Data centres can be found in Ashburn, Sydney, Tokyo, and Frankfurt. Customers include Lufthansa, British Airways, KLM, ANA, Sun Express, Korean Air, Jin Air, Singapore Airlines, Qantas, Qatar Airlines, Emirates, Etihad Airways, Turkish Airlines, Malaysia Airlines, Indigo, and others. This paper discusses the methodical sequence and outlines the challenges and opportunities for research and publications in the Aviation sector (Aithal, P. S. (2016). [15]).

2. THE STUDY'S OBJECTIVES :

(1) To comprehend the nature of the Company's products and Services.
(2) To learn more about IBS Partners and Alliances.
(3) To know the Recruitment and Training strategy of IBS Software.
(4) To be aware of its Corporate Social Responsibility.
(5) To analyze IBS Company using SWOT Analysis.

3. RESEARCH METHODOLOGY :

The importance of developing a suitable business model has been increasing more and more. As

ubiquitous technology is emerging as a new paradigm of business industry, business environment has been more complicated (Aithal P. S. et al. (2015).[16]). The SWOT analysis used in this study seeks to determine key elements of the company's current situation as well as potential growth areas (Aithal P. S et al. (2015). [17]). Secondary data was used to create this case study, and the data collection process takes into consideration of published sources. This article explains how IBS Software Private Ltd has made an effort to maintain its organization through diversity and inclusion measures. Detailed evaluations are given using data gathered from journal articles, newspapers, company catalogs, product-based articles, company research papers, company conference papers, etc.

Table 1: Industry & Products list.

Industry	Products
Airline	IFlight NEO mobile, IFlight, iFly Res, IFlyLoyality, IFly Staff, IFly Serve, IFly DCS, IFly RDS
Airport Operations	Avient fleet, avient crew, topAir, approach, VISaer
Oil & gas Logistics	ILogistics aviation, ILogistics marine, ILogistics Land, ILogisticsPhttps://www.researchgate.net/publication/366057665_A_Study_on_Marketing_Strategies_and_SWOC_Analysis_of_Himalaya_Wellness_Private_Ltdob
Freight	ICargo, ICargoNet
Tourism	ITravel, ship partners, cruise partners, tour partners
General Transportation	Ocean transportation, surface transportation
Customer	ILoyal

IFly Res- is IBS's next-generation PSS that is NDC-compliant, iFly Res, is built on NDC concepts. This platform is centered on the consumer. To allow personalization, iFly Res create a "customer profile value".

ICommerce- is a PSS-agnostic application that provides airlines using legacy PSSs with NDC-compliant merchandising functionality (Laveena D'Mello et al. (2017). [18]). Many IFly Res and ICommerce architectural components overlap, but ICommerce benefits from some newer modules that are exclusive to iCommerce. Distributors can also use ICommerce to compile information and display their products, similar to a "NDC compliant airline."

iLoyal- is a tool for managing airline loyalty unlike any other. Because of its cutting-edge cloud-based architecture's high configurability and scalability, which was created using a micro-services strategy, loyalty leaders can avoid laborious system customizations. Due to its adaptable and open design, it is simple to integrate partners and has the agility to rapidly launch, test, monitor, and adapt novel offers to the market. Highly segmented, targeted, and customized B2B and B2C campaigns can be launched with the help of intelligent tools and 360-degree consumer analytics. Airlines that use SaaS-based delivery can take advantage of modular, best-in-class component approaches or complete platform integration with low running costs.

iFly Staff- For all kinds of carriers, iFly Staff is a completely automated SaaS solution that provides a thorough staff travel experience and addresses these particular challenges. Staff members can independently book hotels and flights in a single flow, and managers have complete management control to develop policy-based rules without any help from technical staff. The solution offers a seamless booking and administration experience for airline employees through integrations with other airline systems like reservation systems, HRMS, and payment gateway.

iCargo- is the airline industry's leading digital cargo network. iCargo, built on a modern, cloud-based infrastructure, powers the success of the world's leading cargo carriers and ground handlers. Through a next-generation platform that enables greater collaboration and innovation across stakeholders, iCargo unlocks new revenue possibilities, produces unrivaled efficiencies, and maximizes profitability. Community Cloud gives Salesforce clients the capacity to make online web properties for outer cooperation, client benefit, channel deals, and other custom gateways in their occasion of Sales drive. Firmly incorporated into Sales Cloud, Service Cloud, and App Cloud, Community Cloud can also be part of it (Sneha, M. S. et al. (2018). [19]).

iFlight NEO mobile- The iFlight Crew mobile application allows crew members to view their published daily roster information, as well as critical messages and roster change alerts. The iFlight Crew mobile program also allows crew members to view their profile, statistics, messages, station, and hotel information, and so on.

Top Air- It was purchased by IBS in 2002, and after further development and customization for various global market areas, it now includes all essential features related to airline flight operations. The product is offered in various database versions to accommodate various airline clients, with the option to switch between versions based on their business requirements. Customers of Top Air come from Central and North America, Europe, and Asia. With significant yearly product releases, the system is continuously evolving from a functional and technical perspective.

ILogistics- ILogistics is the most technologically advanced platform for handling logistics in the mining, renewable energy, and oil and gas industries. It was designed to give energy companies, such as those involved in oil and gas drilling, open-pit and underground mining, marine transportation, LNG, renewable energy, air charter, and camp facility management, complete control over their supply networks.

ILogistics is an integrated technology platform for people and material logistics that enables users to implement long-term demand forecasting, control employee travel, plan fleet capacity, and organize multi-modal logistics while providing performance tracking and analytics. Machine learning algorithms assist in analyzing trends of labor and material demand and predicting future demand. Robotic process automation makes it possible to automatically arrange and book workers in accordance with crew rotation and travel plans. The platform also comes with standard API integrations with major third-party systems.

iTravel Cruise- The customer-focused, fully web-based iTravel Cruise reservations system helps cruise lines and travel agencies remain on top of technology. All of the products for the holiday travel market—individual travel, packages, and group travel—are integrated into it. The platform allows efficient ecosystem integration, quick creation of guest-centric satellite applications, and collaborative evolution. On board systems 'HQ versions' centralized management greatly improves operational efficiency and lessens data duplication**.** External systems, including GDS, accounting and financial software, client relationship management systems, and yield management systems, can be interfaced with the solution. In order to make the end-to-end management of bookings for multiple travel resources simpler, it has a broad range of customer- and technology-driven features and functionalities.

4. PARTNERS AND ALLIANCES :

4.1 Enhancing the customer experience on American Airlines using a customer process risk-based test strategy

American Airlines (AA), one of the largest airlines in the world, has a sizable domestic and international passenger and air cargo traffic footprint. With almost 90 years of experience, it is one of the most well-known names in aviation worldwide.

Key Challenges- Disruptive business impacts, Change management complexities, require a quicker rollout.

To guarantee a smooth transition to the new web-based cargo management system, IBS Software was selected by American Airlines as a key partner. During and after the migration, the engagement's main emphasis was on ensuring reliability and resilient system operation. IBS Software's collaborated with AA to develop a multi-year, phased implementation and roll-out plan to ensure that the new technology and processes were integrated to the company in a systematic manner (Jessica Tyler (2021). [20]).

Solution's Highlights-

Transition without hiccups- AA's transition to the new web-based cargo administration system went off without a hitch. The entire switchover was monitored through the company's key goals to guarantee that every action facilitated a shift from a test-driven methodology to a quality-driven method. IBS Software successfully managed the transformation's strategic change management for the entire transition.

Seamless migration- The main business functions of AA's legacy application suite were successfully migrated to the new web-based cargo management platform. This was achieved by IBS Software's emphasis on risk-based test analysis, which resulted in the creation of a matrix of crucial data elements

for airline cargo, such as density, measurement, unit transformation, slices, weight, and financial reporting entries, as well as the assurance of top end cargo business workflows.

4.2 HSE Process improvements in Gulf of Mexico (GoM)-iLogistics

A sizable integrated oil and gas business that engages in global exploration and production makes up the client. Employees of the client are spread across a number of sites, including high-rise offices and offshore assets. Safety is assigned top importance due to the hostile work environment (especially on offshore assets). However, the customer lacked particular procedures or equipment to monitor safety compliances and lower risks. Another significant area of worry, aside from this, was the tracking of resources and personnel on the board (PoB) or in transit.

Key Challenges-

- 2008's Rotary Wing mishap claimed 8 lives.
- A safety enhancement study led to the adoption of a new dispatch procedure known as Escape Window Passenger Compatibility (EWPC), but there is no system in place to guarantee compliance.

Documents for travel and training were not correctly tracked and verified. It is challenging to oversee safety and compliance due to the large scale of activities.

Solution's Highlights-

IBS deployed the iLogistics Aviation and PoB module, a system that streamlined and integrated personnel on board (PoB) and offshore logistics operations. Oil and gas company's exploration and production (upstream) activities are managed by the multi-modal logistics management system known as iLogistics. Oversees the planning, execution, monitoring, performance analysis, and benchmarking of all aspects of a logistics operation. As part of the implementation of iLogistics, automated No Fly List and Drug Test Validations were put in place to guarantee stringent adherence to HSSE regulations for offshore travel [21].

4.3. Enabling TUI Group's ongoing digital transformation through cooperative technology collaboration

TUI Groups belongs to the world's largest and best leisure travel and tourism companies. It has five major airlines, over 1700 travel agencies, 18 cruise ships, and over 420 hotels. Its headquarters are in Germany. With roots spanning nearly a century. The TUI Groups now serves over 26 million customers per year throughout nearly 181 countries.

Key Challenges- increased operating costs, Concerns about the size of the effect, Limited automation scope, and vendors who communicate poorly.

Solution's Highlights-TUI Groups fully trusted IBS Software to own and carry out the significant shift from different vendors to one tactical technology partner. A centralized problem-resolution framework, business strategy workshops, and process improvements have aided its business systems. Within a year of the partnership, productivity levels and SLA accomplishments overtook the customer's expectations. TUI Groups and its airplane trademarks were able to promptly handle last-minute scheduling alterations by mapping out other plans that offered the ideal mix of expenditure and resource planning thanks to the recently developed and powerful simulation technology. The TUI Group is currently receiving advanced digital capabilities for its enterprise systems from IBS Software. The engagement's objective has changed dramatically from attempting to enhance the user experience in support of TUI Group expansion goals to forming an alliance for application management with a consultative approach.(Lena Klass (2020).[22]).

4.4 Technology upgrade will enable Fred Olsen Cruise Lines to reduce business-critical reaction times by 90%

The client is one of the biggest private cruise companies in the world, operating in 70 nations and hosting almost two million travelers each year. IBS and the customer have a history of working together on a number of strategic projects, including technology advisory, business consulting, and expert services like software development and user experience. The Office of the Spectrum Management and the function of the federal commission is more or less the same. It mainly deals with the subjects of issuing policy, assigning policy, plans, preparing the international conference and

managing spectrum database and so on.
Key Challenges: Operations that are inefficient and asynchronous, Unmet visitor expectations, insufficient search results, Limited Scope of Digital Experience.

Solution's Highlights- The capacity of the booking systems to process new bookings from partners and guests more quickly was made possible by the availability of data from the customer's core system in close to real-time. For the customer, perfectly synchronized operational models were achieved through overbooking prevention, simplified room and amenity booking, and insight into real-time fares. With a wide range of search filters, the IBS solution made it possible to retrieve data from the customer's entire company information ecosystem. The client was able to expand its search from being severely constrained to just five passenger combinations from just one million data sets to 27+ potent passenger combinations from over four million data sets. The typical search response time has decreased from over 2 seconds in the past to around 200 milliseconds [23].

4.5 Transforming Air Cargo Booking Experience for Korean Air Cargo

Korean Air Cargo is a global leader in air cargo, servicing over 45 destinations with over 23 freighter aircraft and operating one of the most connected air cargo operations in the world. In order to replace its outdated cargo management system with a potent digital solution, Korean Air Cargo set out on a trip. It needed a web portal with high usability standards created for the new cargo solution so that freight forwarders could use the system easily. ABCD analysis is also suitable for this study.
Key Challenges: Delayed publishing of information promotions and Offers, Absence of specialized marketing skills, Limited language availability for international clients.
Solution's Highlights- IBS built a new web portal from scratch, paired with a powerful content management system (CMS) to help Korean Air Cargo, create a personalized and highly customizable website for users to carry out a wide variety of transactions, such as booking and shipment tracking, fare negotiation, viewing flight schedules, e-freight operations, revenue accounting, and reporting. The client could also designate multiple levels of permissions access for different subagents and partners. IBS also created and introduced specialized mobile applications for iOS and Android platforms to give portal users more convenience while on the go. The CMS-enabled web portal made it easy for Korean Air Cargo to carry out high levels of customization across different facets of the website without the need for a technically proficient workforce to do the coding. The new website was created using responsive design principles, making it compatible with numerous cellophanes, tablets, and PCs as well as various web browsers. The website was also WCAG 2.0 AA certified to guarantee that all of its materials were usable by people with disabilities [24].

4.6 Shell is being assisted by iLogistics - Reduce costs and improve travel workflow by becoming fully compliant with regulations

Shell is a global energy company with operations spanning more than 80 nations and the full oil and gas value chain The end-to-end transportation of individuals and equipment across various terrains ranging from winter weather regions to swamp areas to underwater locations, all while passing through regions with a delicate political climate and sophisticated security protocols.
It necessitates clear, effective, and pointed organizational strategy, as well as special attention. A solid people and material transportation setup is required for successful operations. A significant portion of the complexity in the oil and gas sector is the logistics of moving people and goods on time and in accordance with work schedules and premises data by local governments [25].
Key Challenges: Less usage of the application under difficult conditions, Integration of applications with safety standards, Information, and process-related things simplification and synergies are required.
Solution's Highlights-iLogistics software enables better business process analysis and interaction between different departments. Travel process automation and end-to-end visibility have reduced personnel costs. The iLogistics fuel management module now allows you to monitor the amount of fuel left in each storage unit, making it much easier to plan for refueling requests. The use of camps and PSDs automobiles has greatly improved. Because of the increased visibility of these metrics; empty rooms must be assigned in order to improve room/camp utilization.

5. SWOT ANALYSIS :

Albert Humphrey created the SWOT analysis in the 1960s, and it is still useful today. It is a simple instrument for assessing businesses, locations, competitors, or oneself. The SWOT analysis technique is used by businesses to evaluate their opportunities, weaknesses, threats, and strengths. SWOT strengths highlight the firm's areas of success. Weaknesses are elements that need to be improved because they are not working properly (Frederick D. P. et al (2021). [26]). Based on the company's current abilities and constraints, opportunities are generated to strengthen its competitive position. SWOC is a four-box strategy analysis and development framework that has been around for decades and is one of the most widely used tools in modern times. It is used by most business organizations, commerce, industry, etc., in higher education as a curriculum of business studies and strategy training courses (Frederick D. P. et al (2022). [27]).

5.1 Strengths:

- The capacity to complete tasks on time and on budget.
- Mature project management capabilities.
- Strong product development pipeline.
- Excellent customer service.
- An innovative marketing approach.

5.2 Weaknesses:

- Substantial expenditures on research and development
- Only concentrate on product-based services.
- Specific industry-oriented product development
- Private limited companies have some restrictions on overseas investment.

5.3 Opportunities:

- 25 years of experience in the aviation software industry.
- Expertise in SaaS applications.
- Fast and scalable partner integration.
- Affordable maintenance cost.

5.4 Threats:

- Competition: The Company is concerned about fierce competition from major IT firms like GE, Wipro, and Honeywell. Mature project management capabilities.
- Cyber security-related attacks on Software as Service (SaaS) applications excellent customer service.
- Worldwide migration of skilled software development person’s.
- This industry is also affected by Covid -like catastrophes.

6. CORPORATE SOCIAL RESPONSIBILITY :

IBS Software's Corporate Social Responsibility (CSR) programs shape the company and its employees to maintain a commitment to society and the areas where they live and work. In addition to financial resources, the company contributes time and expertise to the successful implementation of management. IBSians strive to create the most productive ecosystem possible, guided by the company's fundamental principles of Dedication, Authenticity, Enthusiasm, Accuracy, and respect for each other. And they do it lovingly and with attention. IBS Software's CSR section is appropriately referred to as Candle, which stands for Care and Love. They think that society's youth holds the key to its destiny and the entire planet's future. Their main focus in assisting underprivileged children develop into grownups is to provide them with the best education, medical services, and a comfortable life. In addition to meaningfully contributing to children's future growth, they also take care of women's/mothers’ healthcare and livelihood so that they can effectively contribute to their child's development and well-being. Beyond business objectives, Candle aspires to create a safe environment that encourages innovation and promotes inclusive expansion and growth.

7. RECRUITMENT STRATEGY & TRAINING STRATEGY :

IBS employs a strategic approach to choosing a candidate in order to enhance their abilities and knowledge. IBS recruitment and selection is an element of talent development, which includes activities such as screening, conducting interviews, sourcing, selecting, assessing, and hiring. According to data from December 2018, IBS currently employs over 3000 people. To accomplish its objective, the company needs skilled and qualified employees [28].

Recruitment Methods Used IBS:

Stage 1: *Written Aptitude Test*-The first round of the IBS recruitment process is an online written aptitude test on the company's developed platform. The test followed the standard ERP-based system, with sections such as verbal evaluation, measurement process, logical reasoning, and finally a test section based on the subject matter of the candidate. This section included questions based on the candidate's chosen areas of expertise's core subjects.

Stage 2: *Group Discussion*-In the second round, students who cleared the first round were divided into groups of eight, and a group discussion was held with an HR facilitator. Before the group discussion, the topics were randomly chosen from the web. When an applicant spoke, the facilitator marked the score, and three or four candidates were chosen from each team to be promoted to the next phase. Subject-specific knowledge is essential at this point [29].

Stage 3: *Technical Interview*- The IBS technical interview will last approximately 20 minutes. The questionnaire concentrates on projects completed by candidates during their final course period and goes into great detail about them. They may also verify the candidate's technical skills. This stage is easily overcome with in-depth knowledge of computer languages.

Stage 4: *HR Interview*-During HR discussions, questions about self-introduction, accreditations, reasons for interest in IBS, and plans for the future will be asked. Human resources staff will provide all information regarding the organization's rules and regulations. The candidate can address payment inquiries, leave policies, grace periods, employment locations, and project working details (Bharathi et al. (2022) [30]).

8. CONCLUSION :

IBS Software handles mission-critical processes for clients in the air transport, tour and catamaran industries, and hotel management. IBS Software is a premier supplier of SaaS solutions to the global tourism sector. IBS' aerospace solutions cover ships and crew operations, airplane repair, passenger services, rewards programs, staff trips, and air cargo management [31]. IBS also handles a real-time B2B and B2C distribution platform that provides access to hotel room availability, prices, and stock to a global network of hospitality industries and channels. In this model a circular economy is used, an economic model that aims to decouple economic growth from resource consumption and environmental degradation. (Aithal S. et al. (2023) [32]). IBS provides a comprehensive customer-centric digital platform for the tour and cruise industry sectors, including both onshore and on-board solutions. IBS also offers transportation facilities in the natural resource and energy sectors. Different analysis techniques like ABCD, PEST, and Six thinking methods are also possible for this study (Aithal, P. S. (2017). [33]. IBS Software conducts business in 12 locations around the world. Air Canada, British Airways, Ethihad, Emirates, Singapore airlines are the top clients of the IBS Software's in Aviation sector. In travel and tourism sector multinational players Royal Caribbean, MSC Cruises are also use IBS software’s products.

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