

## NEWS RELEASE

**Sky Bird Travel and OneWorld - A Division of Snowstorm Technologies (UK) Ltd.**

**FOR IMMEDIATE RELEASE: November 16, 2020**

**Sky Bird Travel and OneWorld have partnered to roll out WINGS - A revolutionary Agent Desktop Solution across Sky Bird Travel's 20,000+ agencies in North America to provide WINGS travel agents with the necessary tools to pivot to stay relevant, compete, drive sales, increase profitability and thrive in the Post Covid-19 environment.**

The revolutionary Agent Desktop includes world class B2B and B2B2C fully collaborative booking interfaces integrated with a powerful mid and back office, a simple online Corporate Booking Tool to assist agents to seamlessly grow their corporate customer base and an end-to-end Marketing and Lead Generation platform to automatically drive new leads to the agent via social networks; all built from a common integrated architecture with comprehensive content for all travel products.

Arvin Shah, Chairman and CEO of Sky Bird, said: "We are delighted with the new platform and see this as a game changer in the industry. We have worked closely with OneWorld over the last several months to provide our agents the opportunity to combine their knowledge with what we consider the most powerful Agent Desktop in the world, integrated with the most comprehensive content enabling them to not only survive, but thrive in the post Covid-19 environment"

"At the onset of Covid-19, OneWorld set out to deliver the most comprehensive Agent Desktop Solution that would disrupt the new travel landscape. We set up several committees leveraging the talent within our global networks. The end result is the delivery of a revolutionary integrated travel retailing solution that provides corporate and leisure travel agents with the necessary tools to pivot, stay relevant, compete, grow, drive sales and increase profitability. The contribution by Sky Bird Travel to all our committees has been invaluable. I am very proud and honored to partner with Sky Bird Travel to launch the portal to all the WINGS travel agents to provide them with the tools to succeed in the marketplace" said Riaz Pisani Founder and Chief Strategy Officer of OneWorld.

Neil Armorgie, CEO of OneWorld added: "The future of the travel agent will increasingly require providing an omni channel strategy to sustain competitive differentiation. As consumers and technology alike continue to evolve, travel agents must invest in mission critical technologies to retain their customer base and attract new ones. We

are proud that our unique travel technology platform is gaining massive traction across the globe, giving the power back to the agent and we are very excited about the partnership we have with Sky Bird Travel”.

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**Additional information:**

Neil Armorgie – CEO

Email: [neil.armorgie@oneworld.com](mailto:neil.armorgie@oneworld.com)

Website: [www.oneworld.com](http://www.oneworld.com)

**Note to Editors:**

Sky Bird Travel & Tours is a leading global airline consolidator, connecting travel agents with the lowest net fares provided by its many airline partners. Established in 1976, the company has been a global partner to the agent community for nearly 45 years. For further information, please visit [www.skybirdtravel.com](http://www.skybirdtravel.com)

OneWorld is a division of Snowstorm Technologies (UK) Ltd, a global technology company, with clients across 5 continents and over 60,000 users worldwide. We create collaborative user interfaces and designs that are easily adopted and simple to use. Our customers are exponentially expanding their revenue streams and improving their sales processes by deploying our technology solutions. For further information, please visit [www.oneworld.com](http://www.oneworld.com)