



Measuring success



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2007 Revenues—100M
2007 Employees—350

ROI Study Highlights*

ColdFusion 8 Upgrade

- 139% ROI in one year
- 54% IRR in one year
- Achieved payback within four months

Overall ColdFusion Results

- 159% ROI over seven years
- 23% IRR over seven years
- \$6.3 Million Net Savings to date (2008)

Business Benefits

- Average growth in internet booking revenue 300% yr
- 110% more bookings in 2007
- New revenue streams created through the Event Scheduler
- Reduced staffing needed to respond to customer email inquiries

Study Scope

- Unique Vacations, Inc. Online Booking Agent
- Adobe ColdFusion 8

Unique Vacations, Inc. uses Adobe ColdFusion 8 software to generate business value through increased productivity and automation—realizes a 139% ROI in one year

Executive Summary

In 1981, the all-inclusive vacation package was just a great idea in the mind of Butch Stewart. As Mr. Stewart purchased his first two resort properties in Jamaica, he wanted to give customers everything they desired—and more—to exceed their expectations. Now encompassing several all-inclusive holiday locations, Sandals and Beaches resorts lead the Caribbean “ultra all-inclusive” sector by offering guests more of everything they want.

A running jump into e-commerce

In 2000, Unique Vacations Inc. (UVI), worldwide representative of Sandals and Beaches Caribbean resorts, made the decision to replace its static websites. These websites were originally developed using a myriad of open source, functionally specific tools—including PHP. Envisioning a dynamic, internet sales and marketing portal, UVI’s goal was to sell vacation packages the same way online as it did over the telephone, but without time restrictions or delays caused by mailing out brochures. UVI also wanted to increase the booking options and add-on features—like air travel and spa treatments. Another priority was to ensure consistency in prices for its product—across all sales channels—and to serve as an effective communications tool for both guests and UVI affiliates (travel agents).

To enter the game quickly, UVI needed a tool that didn’t require highly specialized skills or intense training, but it also sought a robust, comprehensive solution that would scale with its future needs. In early 2001, UVI turned to Adobe ColdFusion which was easy to learn, and required fewer lines of code resulting in the development, testing and launch of UVI’s Booking Agent—a sales and marketing tool—in less than one year.

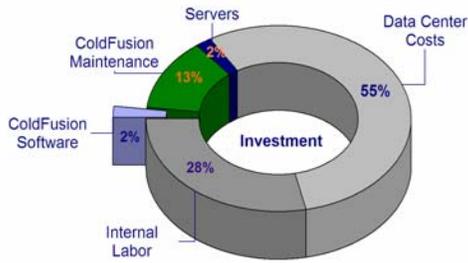
ColdFusion adoption was very fast with a minimal learning curve for the UVI team. Within a week of receiving ColdFusion and reading the manual, the offshore development team was up and running producing capabilities. Choosing a supported solution was crucial to protecting UVI’s investment in a mission critical sales engine, especially important with offshore development. Using ColdFusion Components (CFCs), UVI is now able to quickly create code that is modular, flexible and reusable which makes for easier application maintenance. By adopting industry standard practices such as Design Patterns and Unified Modeling Language (UML) diagrams UVI is able to develop applications that can quickly scale.

Now with ColdFusion 8, customers fill-out intelligent PDF forms which are processed and is automatically entered into UVI’s Oracle customer database. Additionally, hotel management can view guest satisfaction reports which are integrated from a separate application and made available in near real time. Drawing on a rich set of FAQ responses, replies to most email inquiries can now be automated, leading to ongoing personnel savings.

Using Adobe ColdFusion 8, UVI has improved their sales and marketing processes while increasing revenues and strengthening relationships with affiliates and customers alike, resulting in an impressive 139% ROI in one year.

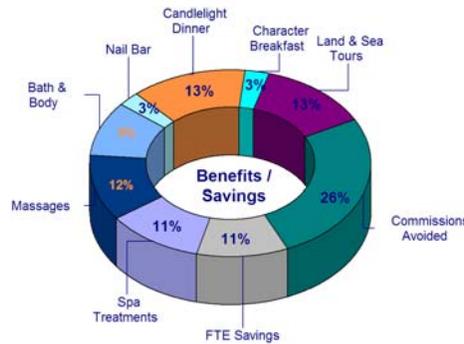
* Based on entire investment period 2001 to 2008

Financial Impact



Quantifying the Adobe Investment

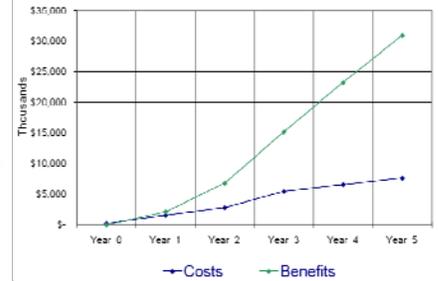
- ColdFusion software (2%), associated maintenance (13%) and hardware to support the project (2%) constitute the total ColdFusion investment
- Management and running of three data centers account for over half of UVI's overall investment in the online booking agent
- Another 28% of the investment was spent on internal labor to develop, launch and manage the one line booking agent



Benefits achieved from Adobe

- **New revenue streams from additional options:** Increased internet sales of guest amenities
- **Commissions Avoided:** The online booking agent also makes it easy for UVI to sell through its own websites directly to end customers
- **FTE Savings:** An additional 11% of the overall benefits stem from the efficiencies gained through the automation of responses to email customer inquiries

Break Even Analysis – ColdFusion 8



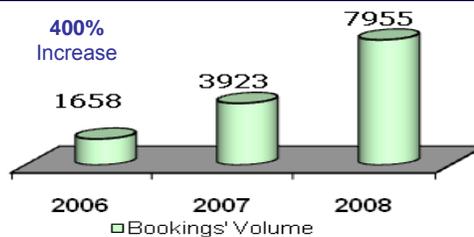
Breakeven Analysis

The power, flexibility of Adobe ColdFusion 8 have provided UVI with a first-class online sales system which offers continuous, worldwide availability in multiple languages. The Adobe ColdFusion 8 upgrade has delivered a ROI of 139% in one year and an internal rate of return of 54% in the same timeframe—illustrating the quality of the investment.

Operational Impact

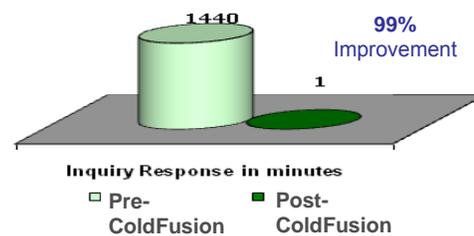
Increased productivity

The dynamic ability of ColdFusion 8's database interaction, has helped UVI consistently double its yearly bookings. From 01-2007 – 01-2008, the Sandals.com website had a 92% booking conversion rate from its 62,000 quotes.



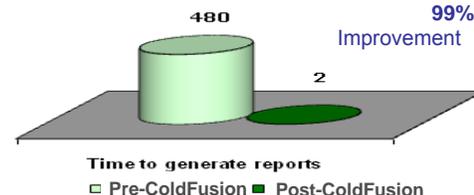
Quicker response with less effort

With ColdFusion 8, UVI has created a database of standard responses to email inquiries providing immediate answers to most frequently asked questions. Before, turn around took at least one day.



Real-time monitoring of crucial data

To achieve its objectives of 100% customer satisfaction, UVI relies on customer feedback surveys. Using Adobe ColdFusion 8 has reduced the time required to generate the results from these surveys from 8 hours down to 2 minutes.



Future Benefits

Harvesting additional value

During the course of the Thoughtware Worldwide study, the UVI team identified a number of additional areas where it could maximize the benefits realized from its ColdFusion investment. Leveraging its highly successful Adobe relationship, UVI has the opportunity to harvest additional value by:

- Re-engineering the booking agent to enhance its:
 - Usability: better integration of promotions, additional points of entry
 - Architecture: ground-up design
- Incorporating an interview approach in its Vacation Planner module
- Using more Java integration with ColdFusion 8