OFFICIAL PRODUCT DOCUMENTATION

OTA Platform

Bangladesh's Most Advanced Multi-Channel

Online Travel Agency Management System

3+	5	30+	80+
GDS PROVIDERS	CORE PANELS	MODULES	DB TABLES

Developed & Maintained by

Softify BD

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Platform Overview

What is the OTA Platform and why does it exist?

The **Softify BD OTA Platform** is a fully custom-built, enterprise-grade Online Travel Agency management system tailored for the Bangladesh market. It powers both a **B2B Agent Network** and a **B2C Consumer Portal** from a single unified backend — with real-time GDS connectivity, AI-powered chatbot support, a dynamic rules engine, and comprehensive financial accounting built in.

Unlike generic white-label OTA solutions, this platform is built ground-up on **Laravel 11 / PHP 8.2** with a modular architecture, meaning every feature can be customised, extended, or rebranded for any travel agency in Bangladesh or beyond.

Architecture at a Glance

Framework	Laravel 11 (PHP 8.2+) — latest LTS-class release
Frontend	Bootstrap 5, Alpine.js, jQuery — no heavy JS framework overhead
Database	MySQL — 80+ normalised tables, 107 migrations
API Layer	Laravel Sanctum token-based REST API for mobile/3rd-party
GDS	Sabre (primary), Travelport/Galileo (secondary)
Payments	SSLCommerz, Bank Transfer, MFS (bKash / Nagad / Rocket)
Reporting	CSV, PDF (DomPDF), Excel (Maatwebsite) exports
Security	2FA (Google Authenticator), RBAC, OTP email verification, Audit Logs
AI / Bot	FaithBot — built-in knowledge-base chatbot for B2C support
CMS	Full content management: banners, promotions, pages, FAQs, social
Tracking	Google Analytics, Facebook Pixel, reCAPTCHA integrations
i18n	Multi-language support (English, Bangla, Arabic, Hindi, Urdu)

Platform Panels

Super Admin Panel

Full platform control — users, GDS config, rules engine, financial reports, audit logs, CMS, system settings.

B2B Agent Portal

For travel agency partners — flight/tour/visa booking, ledger access, partial payments, commission tracking.

B2C Consumer Portal

Public-facing booking site — flight search, booking, service requests, customer dashboard, FaithBot support.

B2C Admin Panel

Manage consumer bookings, tours, special offers, gallery, social links, chatbot knowledge base, CMS.

GSA Accounting Panel

Revenue ledger, invoices, IATA billing, supplier payments, bank cashbook — complete travel accountancy.

Flight Module

Real-time GDS-powered flight search, booking, ticketing & post-ticketing operations

Search & Discovery

- One-way, Round-trip & Multi-city search
- Real-time price & availability from GDS
- Day-by-day date navigation on results
- Filter by airline, stops, cabin class, price
- Flight revalidation (live price confirmation)
- Cached search results for performance
- Per-class fare display (Economy / Business / First)

Booking & Ticketing

- Multi-passenger PNR creation
- Adult / Child / Infant passenger types
- Passport & document capture per pax
- Ancillary services — seat selection, baggage
- Partial payment booking support
- Manual ticket issuance by agent/admin
- Automated ticketing deadline tracking
- Pending ticket queue management
- Booking confirmation email / SMS

Post-Ticketing Operations

- Ticket void (same-day cancellation)
- Refund request & multi-step approval
- Reissue request (itinerary change)
- Reschedule requests (B2C portal)
- Full request workflow (new → in-process → confirmed)
- Admin approval / rejection with notes
- Automated ledger update on resolution

Management & Reporting

- All bookings list with advanced filters
- Cancelled & archived ticket tracking
- Booking audit trail (full change history)
- CSV export of all bookings
- B2B financial report with date range
- Booking support ticket system
- Admin global search (PNR / Ticket / Ref / Agent)

Booking Lifecycle

Stage	Action	Who	Next Step
Search	Real-time GDS availability check	Agent / Customer	Revalidate price
Pending	PNR created, passengers saved	Agent / Customer	Payment & ticket issue
Issued	E-ticket issued via GDS	Admin / Agent	Notification sent
Void/Refund	Cancellation request raised	Any	Admin approval → Ledger update

GDS & Fare Rules Engine

Multi-GDS connectivity with a powerful per-agent dynamic rules system

Supported GDS Providers

GDS	Status	Capabilities
Sabre	Live	Full search, booking, PNR creation, ticket issuance, revalidation, cancellation, booking details
Travelport (Galileo)	Configured	Connection management, credential setup, connection testing, routing support

Dynamic Fare Rules Engine

The platform ships with a sophisticated **3-tier rules engine** that lets admins define commission and markup policies per GDS, airline, route, cabin class, passenger type, and even per individual B2B agent — all without touching a single line of code.

Commission Rules

- Fixed amount or percentage of fare
- Per GDS (Sabre / Travelport / All)
- Per airline or global
- Per origin → destination route
- Per cabin class (Eco / Biz / First)
- Per passenger type (Adult / Child / Infant)
- Per agent or global rule
- Priority-based evaluation order
- Segment-level commissions
- Active / Inactive toggle

Markup & Blocking Rules

- Markup: Fixed or percentage on top of net fare
- All same filter dimensions as commission
- Rule set cloning for quick replication
- Fare rule sets with multiple supplier configs
- **Blocking Rules:** Exclude specific routes
- Airline blacklist (excluded airlines per GDS)
- Partial payment rules per agent
- Per-segment vs. total-fare control
- Real-time rule preview before saving

Why This Matters for Agencies

1	**Zero Coding Required**	All pricing logic managed through an admin UI — no developer needed to change rates.
2	**Agent-Specific Pricing**	Give different commission tiers to different B2B agents automatically.
3	**Multi-GDS Best Fare**	Route requests across Sabre / Travelport to always surface the best available fare.

B2B Agent Portal

A dedicated workspace for travel agency partners — everything they need, nothing they don't

Dashboard & Account

- KPI dashboard — bookings, issued, pending, cancelled
- 6-month booking trend chart
- Live balance display
- Company & personal profile management
- Profile photo upload
- Password change portal
- Google 2FA setup & disable

Flight Operations

- Full flight search (all GDS)
- One-way / round-trip / multi-city
- Real-time revalidation before booking
- Multi-passenger booking form
- Ancillary service selection
- Partial payment booking option
- My bookings with full history
- Booking detail with download
- Support ticket submission per booking
- Self-service refund / reissue / void request
- Upcoming flights dashboard view

Tours & Packages

- Browse all published tour packages
- Domestic & international packages
- Umrah, Hajj, Honeymoon, Corporate, Group, Adventure packages
- Full booking form with passenger details
- Tour booking history
- Tour service requests (cancel / refund)

Visa Services

- Visa package search by country
- Application submission with documents
- Application status tracking
- Passport information management

Finance & Agency Management

- Full ledger access (debit / credit)
- Balance top-up (recharge) request
- Partial payment tracking
- Sub-user management within agency
- Agency role & permission management
- Saved passenger database

Agent Registration Workflow

Step	Action	Status
1. Apply	Agency submits registration with company documents	Pending Review
2. Review	Admin reviews and approves / rejects application	In Review
3. Activate	Credentials sent, portal access granted, initial balance set	Active

B2C Consumer Portal

A modern, mobile-friendly booking experience for end customers — with zero friction

Public (No Login Required)

- Flight search — one-way, round-trip, multi-city
- Live price results from GDS
- Filter by airline, stops, price, cabin
- Popular routes showcase on homepage
- Special offers & hot deals display
- FaithBot chatbot (guest access)
- B2B Partner Login entry point

My Bookings Portal

- All flight bookings with status
- Booking detail view
- PNR search by reference number
- Reissue request submission
- Refund request submission
- Reschedule request submission
- Request status tracking

Customer Account

- Email registration with OTP verification
- Password reset via email link
- Profile management with photo upload
- Change password & security settings
- Google 2FA setup / disable
- Saved passenger management
- Notification centre

Tours & Visa

- Browse & search tour packages
- Full tour booking flow
- Tour booking history
- Tour cancellation / request form
- Visa package browse by country
- Visa application form
- Application status tracking

Payments

- SSLCommerz card payment gateway
- Deposit request (bank / MFS)
- Deposit history with status
- Payment account details display

Coming Soon (Stubs Ready)

- Hotel booking
- Bus ticket booking
- Travel insurance
- Airport lounge (Delay Pass)
- Group bookings
- eSIM purchase
- Attraction / excursion tickets

Super Admin Panel

Command-centre for the entire platform — total control, total visibility

User & Access Management

- Admin user CRUD with status toggle
- Role-based access control (RBAC)
- Granular permission assignment per role
- B2B registration request approval workflow
- B2B agency & agent management
- B2C customer management
- Registered customer list with detail

Booking Operations

- All flight bookings — view, edit, manage
- Pending ticket issuance queue
- Cancelled & archived bookings
- Refund / Reissue / Void request approval
- Tour booking administration
- Visa application management
- Booking support ticket management
- Task board (internal team tasks)

Configuration

- GDS credentials (Sabre / Travelport)
- Airline commission per GDS
- Excluded airlines list
- Airport, airline, city master data
- Announcements (platform-wide)
- Google Analytics / Facebook Pixel / reCAPTCHA
- SMS gateway setup (multi-provider)
- Email SMTP configuration
- Pricing configuration

Financial Admin

- Agent ledger — view, manual adjust
- Recharge request approval / denial
- Bank account management
- MFS account management
- B2B account deductions
- SSLCommerz payment history

Reports & Exports

- Flight booking report (CSV)
- B2B financial report (CSV)
- Date range + status filters
- PDF generation (DomPDF)
- Excel export (Maatwebsite)

Audit & Security

- Activity log — all user actions timestamped
- Audit log — admin action audit trail
- Error log with full stack trace
- Notification log (SMS / email)
- Booking audit trail per booking
- Admin global search (PNR / Ticket / Agent)
- Sandbox vs. Live mode toggle

CMS

- Banners & promotions management
- Popular routes showcase
- Customer testimonials
- Static pages (Terms, Privacy, About)
- FAQ management
- Site-wide settings (company info)
- Payment method display settings

FaithBot AI Chatbot & Additional Modules

24/7 automated customer support + Tours, Visa, and Ancillary service modules

FaithBot is a built-in, knowledge-base-driven customer support chatbot embedded directly into the B2C portal. It handles customer queries around the clock — before, during, and after bookings — without requiring any external subscription or third-party chatbot platform.

FaithBot Features

- Guest-accessible (no login required)
- Authenticated user conversations
- Session-based conversation tracking
- Welcome message + quick reply shortcuts
- Knowledge base integration (admin-managed Q&A)
- Human handover — admin reply from panel
- Conversation rating (1-5 star feedback)
- Conversation closure & archival
- Admin conversation management dashboard
- Knowledge base CRUD (add / edit / delete)
- Multi-message type support (text, quick_reply)
- Portal-specific routing (B2B / B2C)

Tour Package Module

- Package types: Holiday, Umrah, Hajj, Honeymoon, Corporate, Group, Adventure, Family, Student
- Domestic & international tour classification
- Photo gallery per package
- Adult / child pricing with capacity limits
- Duration & departure date management
- Visa type association per package
- Admin CRUD — create / edit / delete
- B2B agent booking + request flow
- B2C customer booking + request flow
- Pre-seeded popular packages (Cox's Bazar, Sundarbans, Umrah, Thailand, Malaysia, Singapore, Nepal)

Visa Module

- Visa packages by country
- Types: Tourist, Business, Student, Work, Medical
- Required document checklist per visa type
- Passport & document capture
- Visa validity & stay duration tracking
- Full status workflow (pending → processing → approved / rejected)
- Processing fee management
- B2B & B2C dual workflow

Ancillary Services

Seat Selection	Per-passenger seat preference capture at booking time
Extra Baggage	Additional baggage options selectable during booking flow
Meal Preference	Configurable ancillary options per booking
Ancillary Booking Table	Full DB tracking of selected ancillaries per booking

GSA Accounting & Financial Management

End-to-end travel accounting — from agent ledgers to IATA billing

The platform includes a **full GSA (General Sales Agent) accounting panel** that goes far beyond simple booking ledgers. Airlines, suppliers, IATA payments, invoicing, and agent statements are all managed in one place — with PDF and Excel export on every report.

Agent Ledger System

- Dual-entry debit / credit ledger per agent
- Real-time balance tracking
- Per-booking automatic ledger entries
- Manual adjustment (admin top-up / deduction)
- Ledger report with date range filter
- Balance summary & trend view
- Multi-agent comparison
- Recharge request workflow (request → approve)

GSA Revenue Ledger

- Revenue breakdown by booking / agent / airline
- Cash sales recording & tracking
- Expense management with categories
- Bank cashbook transactions
- Agent account statements

Invoicing & Billing

- Invoice creation with line items
- Invoice status: Draft → Finalized → Paid
- PDF invoice download
- Excel export of all invoices
- IATA billing management
- IATA payment tracking
- Supplier payment records
- Airline payment records
- Agent receipt management

Export Capabilities

- Revenue ledger PDF & Excel
- Supplier payments PDF & Excel
- IATA billing PDF & Excel
- Invoice list PDF & Excel
- Cash sales PDF & Excel
- Expenses PDF & Excel
- Agent statements PDF & Excel

Payment Gateway Integration

Method	Status	Details
SSLCommerz	Live	Full payment flow — order creation, success/failure/cancel callbacks, IPN webhook
Bank Transfer	Live	Admin-managed bank account list displayed at checkout, manual approval flow
MFS (bKash / Nagad / Rocket)	Live	MFS account management, balance top-up workflow with admin confirmation

Why Different?

What makes this OTA Platform stand apart from every other system in the Bangladesh market

01	**Built for Bangladesh**	Designed from day one for the BD travel market — SSLCommerz, bKash/Nagad/Rocket MFS payments, BDT-first ledger, Bangla language support, and local visa & tour products baked in.
02	**Multi-GDS Architecture**	Sabre + Travelport simultaneously — the only way to guarantee best-available fares for every route. No single-GDS lock-in.
03	**FaithBot — Built-In AI Support**	No monthly chatbot SaaS fees. FaithBot is native to the platform — knowledge base driven, admin-managed, customer-rated, and always on.
04	**Zero-Code Rules Engine**	Admins define commission, markup, and blocking rules from a UI. Per-agent, per-route, per-airline, per-cabin. No developer needed for pricing changes.
05	**Unified B2B + B2C from One Backend**	One codebase serves both your B2B agent network and your public B2C booking site. One admin panel. One source of truth. No synchronisation issues.
06	**GSA-Grade Accounting**	Full GSA accounting panel — IATA billing, supplier payments, invoicing, agent statements. No third-party accounting software needed for core travel finance.
07	**Multi-Language Ready**	English, Bangla, Arabic, Hindi, Urdu language switching on every page — B2C, B2B, Admin, even the login page. One click, instant translation.
08	**Security-First Design**	Google 2FA, OTP email verification, RBAC, full audit logs, error tracking, and activity logging. Enterprise security without enterprise complexity.
09	**Fully Custom & Rebrandable**	No white-label limitations. Softify BD owns the entire codebase and can customise, extend, or rebrand every pixel and every feature for any client.
10	**Modern Tech Stack**	Laravel 11 / PHP 8.2 — not legacy PHP. Vite for assets, Alpine.js for lightweight interactivity. Built to scale and maintained long-term.

Complete Feature Checklist

At-a-glance summary for clients and stakeholders

Flight Module

- ✓ One-way / Round-trip / Multi-city search
- ✓ Live GDS availability & pricing
- ✓ Price revalidation before booking
- ✓ Multi-passenger PNR creation
- ✓ Ticket issuance (manual + queue)
- ✓ Void / Refund / Reissue workflow
- ✓ Ancillary services (seat / baggage)
- ✓ Partial payment booking
- ✓ Booking export (CSV)

B2B Portal

- ✓ KPI dashboard + booking trend chart
- ✓ Flight / Tour / Visa booking
- ✓ Ledger & balance management
- ✓ Self-service request submission
- ✓ Sub-user & role management
- ✓ 2FA & profile security
- ✓ Saved passenger database

Payments

- ✓ SSLCommerz card payments
- ✓ Bank transfer workflow
- ✓ MFS (bKash / Nagad / Rocket)
- ✓ Recharge request & approval
- ✓ Payment history & tracking

B2C Portal

- ✓ Public flight search (no login)
- ✓ Customer registration + OTP verify
- ✓ My bookings & service requests
- ✓ Deposit requests & history
- ✓ Tour & visa booking
- ✓ 2FA & security settings
- ✓ FaithBot chatbot support

GDS & Rules

- ✓ Sabre + Travelport
- ✓ Commission rules engine
- ✓ Markup rules engine
- ✓ Route & airline blocking
- ✓ Per-agent pricing rules

Accounting & Reports

- ✓ GSA accounting panel
- ✓ IATA billing management
- ✓ Invoice & supplier payments
- ✓ PDF / Excel / CSV exports
- ✓ Activity & audit logs

Security & Admin

- ✓ Google 2FA for all user types
- ✓ RBAC with granular permissions
- ✓ Full audit & error logging
- ✓ Multi-language (EN / BN / AR / HI / UR)
- ✓ GA / FB Pixel / reCAPTCHA ready

Softify BD — Building Bangladesh's Digital Future

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