

# Next-Generation Housing Program Uses XML

Just as you finally grew accustomed to WWW, HTTP and HTML, say hello to XML. You won't have to remember that it stands for "Extensible Markup Language" to understand the significant benefits it can bring to your housing program.

Travel Planners Inc., a third party housing provider with over 20 years' experience, was one of the partners selected last year by Starwood Hotels and Resorts Worldwide, Inc. to beta test a revolutionary new way to transmit reservation data to their individual hotels. The web-based system, which is now fully operational, utilizes an XML connection. It makes data transfer between Travel Planners and all Starwood ho-

tels incredibly faster and totally reliable.

How does XML work? According to the techies, this programming approach embeds the structure and classification system of information inside the document itself. In other words, XML allows the document to carry information about itself, unlike HTML. In fact, some experts expect XML to be the internet language of the future, eventually replacing HTML.

Utilizing XML technology allows Travel Planners to download reservations data to Starwood hotels faster and more accurately than ever – a great leap forward in housing technology.

According to Ray Vastola, President of Travel Planners, "For some time, we've had the most extensive capability for electronic data interface (EDI) downloading in the industry. We've always led in long-term system compatibility with all the major hotel chains. Now we're very excited to be using this totally new approach with

Starwood hotels."

Travel Planners lives by a user-friendly high-tech philosophy. The company makes it policy never to deploy technology purely for its own sake. Every innovation has to yield practical results and deliver speed and accuracy without adding complexity for users.



Ray Vastola