

# INTERNAL OR EXTERNAL DEVELOPMENT

## Making the right choice in travel API integration

Today there's a travel XML or JSON API for just about any service or function you can think of. While they offer immensely powerful functionalities, they also require serious technical expertise to get up and running, leaving many travel businesses with one key question:

**Should I hire an in-house team to handle integration, or contract an external specialist?**



To better understand these considerations, the integration process needs to be understood. It goes as follows:

The travel business and API provider will go over all the details and functionalities of the software. Then documentation will be provided to the travel business who is responsible for developing the integration over the next 1-3 months on average.

The API provider offers support channels for any issues during this time. The last stage is certification of the integration before live access is granted.

Throughout this process, there are many topics that need to be considered in order to achieve the desired integration outcomes over the long and short-term. Let's take a deeper dive into those, starting with (next page):

## \$\$\$ Costs

When working with an external team, the initial costs are significantly reduced, there's no time wasted on hiring and no added expenses beyond their base fee. With an in-house team it takes time to find the right talent, train them, and buy the necessary equipment. Additionally, all the costs associated with hiring any other employee are incurred.

## 🧠 Expertise

There are few programmers who are intimately familiar with the technical workings of the travel industry. Integrating a travel API requires knowledge of travel systems to understand what the proper outcomes of actions should look like. Whether you're hiring a team or contracting one, keep an eye out for programming experience related to booking, scheduling, appointment or reservation systems. They will be more adept at absorbing the information and creating the desired outcome.

## 👥 Future development

Consider what you're after in the long run. Is it a largely static solution with very few updates, or a foundation that you can continually upgrade and fine-tune to improve performance with your target demographic? An internal team will be able to provide that continual development, reducing costs in the long run, whereas an external team will be far more costly for continual development.

## 🏠 Time-to-market

If you don't currently have, and need to build an internal team that has the skillset to integrate a travel API, you'll have a long delay before you're able to start selling. Whereas, with external services that specialize in travel integrations you'll achieve the fastest time-to-market.

## 🔧 Technical Support

It doesn't matter how well a system is put together, technical troubles will undoubtedly arise. Your ability to troubleshoot and deal with them is very much impacted by your integration decisions. With an external team you'll incur steep hourly fees every time you need support, and the service will be sub-par as they juggle multiple projects, and need to refer to a log to recall the particulars of your integration. Conversely, an internal team that performed the integration will be intimately familiar with the software and can provide high quality, immediate support at much lower cost.

