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513technology

Travel Technology Founder's Blueprint

Building the B2B platform that helps African travel agencies move from WhatsApp-and-spreadsheet operations to professional branded travel experiences

STRATEGY • PRODUCT • ARCHITECTURE • EXECUTION

Version 1.0

6 August 2026 | Lagos, Nigeria

Publication note

This blueprint consolidates the founder's strategic decisions for 513technology and converts them into an actionable product, commercial and operating plan. It is designed to be stored in the 513 Library, revised as the company learns, and printed as a working reference for leadership, product, engineering, sales and delivery teams.

Edition	Purpose	Owner
Version 1.0 - August 2026	Foundational business and platform blueprint	513technology leadership
Review cycle	Quarterly, or after a material product or regulatory decision	Founder and platform lead
Document status	Approved direction; implementation details remain subject to validation	Working governance document

Important disclaimer: This document is a business and technology blueprint, not legal, tax, accounting, aviation-accreditation or cybersecurity certification advice. Requirements vary by country, supplier and commercial model. 513technology should obtain qualified professional advice before handling regulated ticketing, customer funds, card data or cross-border personal data.

How to use this book

- Read Parts I and II for strategic alignment. They define what business 513technology is building and the responsibilities it should not absorb too early.
- Use Parts III and IV as the product brief. They translate the opportunity into modules, architecture, integrations, security controls and delivery stages.
- Use Part V as the commercial playbook. It covers positioning, the website, sales, packaging and the 513 Travel proof story.
- Use Part VI as the execution system. It sets metrics, a 90-day plan and the immediate kickoff sequence.
- Use the appendices during every client engagement. They provide discovery, access and acceptance checklists.

Preface

African travel agencies often grow through relationships long before they grow through systems. A founder starts by answering enquiries on WhatsApp, preparing quotes in documents, tracking payments in spreadsheets and relying on supplier portals for fulfilment. This can work at low volume. As the agency expands, the same tools fragment customer data, make follow-up inconsistent, hide profitability and prevent the business from presenting a coherent digital brand.

513technology exists to close that gap. Its opportunity is not merely to build websites. It is to become a specialist travel-technology and digital-transformation partner: a company that understands the operating reality of African travel businesses and can turn that reality into reliable software, integrations and branded customer experiences.

The founder's decision is to retain 513travel.com as a functioning travel business and flagship case study, while building 513technology.africa as the B2B technology company. That decision creates a valuable feedback loop. 513 Travel becomes the proving ground; 513technology becomes the reusable product and delivery engine; client agencies receive their own brands and isolated environments.

Core thesis: The winning product is not a generic booking website. It is an operating system for travel agencies that begins with their daily workflow, respects the commercial boundaries of the travel ecosystem and adds live inventory only when contracts, credentials and support processes are ready.

Executive decision summary

Decision	Direction
Brand structure	Keep 513 Travel as the operating travel company and build 513technology as the B2B technology company.
Initial product	Launch a travel-agency digital operations suite before attempting a complete flight-ticketing OTA.
Credential model	Use client-owned supplier and payment credentials during the first stage.
Flagship deployment	Make 513 Travel the first production tenant and documented case study.
Platform model	Build a secure multi-tenant SaaS core with white-label branding and adapter-based integrations.
Integration sequence	Operations first; hotels, activities and transfers next; flights only after commercial and operational readiness.
Commercial posture	Sell expertise, implementation and recurring software value - not undifferentiated web development.

Founder's immediate objective: Establish the platform foundation, launch the 513technology website, complete structured product discovery inside 513 Travel and deliver the first operations MVP into a controlled flagship pilot.

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Printing note: The Word edition contains an automatic table of contents. If the document is edited, select all fields in Microsoft Word and update them before printing. The supplied PDF is the fixed print edition.

PART I

Strategic Foundation

Define the opportunity, the company architecture and the commercial position before committing engineering capacity.

CHAPTER 1

The Market Problem and the 513technology Opportunity

Why operational fragmentation creates a specialised software opportunity

Learning objectives: After this chapter, the reader should be able to:

- Recognise the operating constraints that appear when a travel agency scales through manual tools.
- Explain why a specialised travel-technology partner is different from a generic software agency.
- Translate operational pain into product and business value.

The target customer is an African travel agency, tour operator, destination-management company or travel startup that has demand and supplier relationships but lacks a coherent digital operating system. Its team may use WhatsApp for enquiries, spreadsheets for customer and payment tracking, documents for itineraries, shared drives for passports and supplier websites for fulfilment. Each tool is useful in isolation; the combined workflow is difficult to supervise and scale.

The recurring operational problems

- Customer information is fragmented. Traveller preferences, passport data, trip history and conversations are stored in different places.
- Quoting is slow and inconsistent. Staff repeat the same work, use different markups and struggle to compare revisions.
- Management lacks visibility. There is no reliable view of the sales pipeline, outstanding balances, supplier obligations or expected commissions.
- The client experience looks informal. A premium trip may still be sold through screenshots, unstructured messages and generic documents.
- Growth increases risk. More bookings create more opportunities for missed deadlines, lost documents, pricing errors and unclear accountability.

From pain to value

Operational pain	513technology response	Business outcome
Scattered enquiries	CRM and structured lead capture	Faster follow-up and measurable conversion
Manual quotations	Reusable pricing, quote and itinerary workflows	Shorter response time and fewer errors
Unclear payments	Invoices, schedules, gateway links and reconciliation	Improved cash visibility
Weak customer presentation	Branded portals, documents and notifications	Greater trust and professionalism
Supplier fragmentation	Adapter-based integrations and booking records	One operating view across suppliers

Strategic implication: 513technology should lead with operational transformation and measurable business outcomes. Websites, APIs and automation are the means; agency growth, control and customer trust are the product promise.

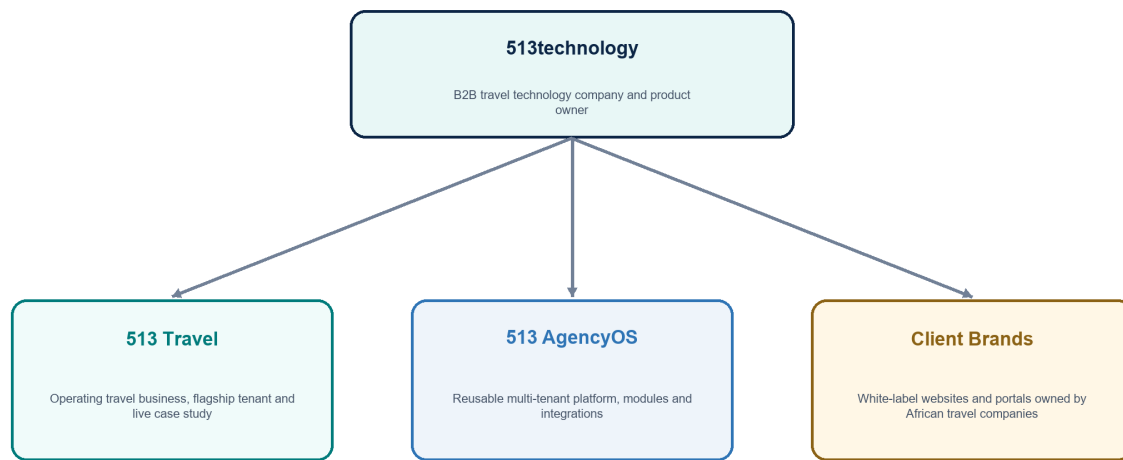
CHAPTER 2

Brand Architecture: 513technology and 513 Travel

Keeping the travel business while establishing a distinct B2B technology company

Learning objectives: After this chapter, the reader should be able to:

- Describe the distinct role of each 513 brand.
- Use 513 Travel as a proof environment without confusing B2B and B2C audiences.
- Explain how white-label client brands fit beneath the platform company.



One technology company. One proof environment. Many agency brands.

Figure 2.1 - Recommended 513 brand and product architecture

513travel.com should remain the customer-facing travel operation. It can continue selling travel, developing supplier expertise and generating the real operational cases that the platform must solve. 513technology.africa should become the B2B company that designs, implements and operates technology for travel businesses.

Brand	Primary audience	Primary job
513 Travel	Travellers and corporate travel buyers	Sell and service travel; provide the flagship operating environment
513technology	Travel agencies, operators, DMCs and travel startups	Build, integrate and support travel technology
513 AgencyOS	Agency staff, sub-agents and customers	Provide the reusable software platform under each client's brand

Rules that prevent brand confusion

- 513 Travel markets trips and travel services; 513technology markets software, implementation and consulting.

- The two sites cross-reference one another discreetly: “513 Travel is powered by 513technology” and “Built from real operating experience at 513 Travel.”
- Client portals carry the client’s brand. 513technology appears only where the commercial agreement permits a technology attribution.
- Sales data, customer accounts and operational responsibilities remain separated between the travel company and the technology company.

Recommended narrative: We did not study the WhatsApp-and-spreadsheet problem from a distance. We encountered it while operating a travel business, then built the systems required to replace it.

CHAPTER 3

Positioning and Value Proposition

Becoming a travel-technology specialist instead of a generic development vendor

Learning objectives: After this chapter, the reader should be able to:

- State the company's positioning in one clear sentence.
- Differentiate 513technology through industry specialisation and operational proof.
- Connect platform features to outcomes that agency owners will purchase.

Primary positioning: 513technology builds branded websites, travel-management software and API-powered booking experiences that help African travel agencies replace fragmented WhatsApp-and-spreadsheet operations with professional digital systems.

The phrase “software development company” describes capability but does not explain relevance. The phrase “travel technology and digital transformation partner” identifies the customer, the problem and the strategic role. This sharper position supports higher trust, better discovery conversations and stronger pricing.

Value pillars

Pillar	Promise	Evidence
Operate	Bring leads, clients, trips, payments and documents into one controlled workflow.	513 Travel flagship deployment and operational metrics
Sell	Present branded proposals, itineraries, portals and payment journeys that improve conversion.	Client-facing demonstrations and before/after examples
Integrate	Connect suppliers, payments and communications without hard-wiring the platform to one provider.	Certified or production-tested adapters
Scale	Support teams, sub-agents, roles, commissions and multiple brands on a secure tenant model.	Multi-tenant architecture and reporting

Ideal customer profile

- A registered travel business with active customers and identifiable operational pain.
- An owner or senior sponsor willing to standardise workflow, not merely purchase a new website.
- Existing supplier relationships or a realistic plan to obtain them.
- A team that can participate in discovery, testing, migration and training.
- Sufficient transaction volume or growth ambition to justify recurring software investment.

CHAPTER 4

Business Model and Service Ladder

Combining consulting, implementation and recurring platform revenue

Learning objectives: After this chapter, the reader should be able to:

- Separate one-time implementation revenue from recurring platform revenue.
- Use a service ladder that allows agencies to start at the appropriate maturity level.
- Avoid absorbing inventory, settlement and support risks before the company is ready.

513technology can generate revenue at three layers: advisory and discovery; implementation and integration; and recurring software and support. The long-term value lies in reusable platform revenue, but services are strategically useful because they fund learning, reveal common workflows and accelerate customer adoption.

Offer level	Typical scope	Revenue pattern
Digital foundation	Branded website, catalogue, enquiry capture, WhatsApp and payment links	Project fee plus care plan
Agency operations	CRM, quotations, itineraries, payments, documents and customer portal	Setup fee plus monthly subscription
White-label growth	Custom domain, B2B/B2C access, agent roles, commissions and reporting	Implementation plus tiered recurring fee
Integrated commerce	Supplier APIs, live availability, booking and post-booking workflows	Integration fee, subscription and possible usage fee
Enterprise transformation	Custom workflows, migration, security review, SLA and dedicated support	Discovery, delivery milestones and annual contract

Commercial principles

- Charge separately for discovery when workflow complexity is unknown.
- Make custom work explicit; do not disguise bespoke development as a standard subscription feature.
- Pass through supplier, messaging, hosting and payment costs transparently where appropriate.
- Define implementation acceptance criteria and a change-control process before development begins.
- Keep customer funds and supplier credit obligations outside 513technology's balance sheet during the early platform stages.

PART II

Travel Industry Foundations

Understand who owns inventory, ticketing authority, payments and customer service before designing booking software.

CHAPTER 5

The Travel Commerce Ecosystem

Technology, inventory and ticketing authority are different assets

Learning objectives: After this chapter, the reader should be able to:

- Identify the principal actors in a travel booking transaction.
- Distinguish software access from the commercial right to sell and issue travel products.
- Allocate responsibilities among 513technology, the agency and suppliers.

A booking platform does not create inventory. It connects a customer or agent to inventory made available under a supplier or distributor agreement. In air travel, search, reservation, ticket issuance and settlement may involve an airline, a GDS, an accredited agency, a consolidator and a payment provider. Hotels, activities and transfers have their own contracting and cancellation rules.

Actor	What it contributes	Typical responsibility
Travel agency	Customer relationship, advice, commercial rules and service	Licensing, disclosures, fulfilment and customer support
513technology	Software, integrations, workflows and technical operations	Platform security, availability and implementation
GDS / supplier API	Searchable content, pricing and booking functions	Inventory accuracy within contract and API terms
IATA agency / consolidator	Ticketing authority and airline settlement pathway	Issuance, voids, exchanges, refunds and debit-memo exposure
Payment gateway	Payment authentication, collection and settlement	Processing under merchant and scheme rules
Traveller	Personal data, payment and booking instructions	Accuracy of supplied information and acceptance of terms

Critical rule: API credentials are not the same as a travel licence, airline appointment or ticketing authority. The contracting agency or consolidator must have the right to sell and fulfil the product presented through the software.

IATA and BSP context

IATA accreditation can provide recognised agency identification, airline relationships and access to the Billing and Settlement Plan. Accreditation options and financial criteria vary by market. An agency without its own ticketing capability may work through an accredited consolidator, subject to that partner's contract, credit and support rules. 513technology should represent these facts accurately in product design and contracts.

CHAPTER 6

White-label B2B and B2C Platforms

What the platform can do, and what white-label really means

Learning objectives: After this chapter, the reader should be able to:

- Differentiate B2C, B2B and hybrid travel portals.
- Describe the controls needed for a legitimate white-label implementation.
- Recognise the operational work that continues after a booking is created.

Portal type	Primary user	Essential capabilities
B2C	Traveller	Search or catalogue, quote or checkout, payment, account, documents and support
B2B	Sub-agent or partner agency	Agent onboarding, net rates, markups, credit, wallet, commissions and reporting
Hybrid	Travellers and agent network	Separate price rules, roles and workflows on a shared platform core
Operations-only	Agency staff	CRM, quotes, itineraries, bookings, payments, documents and tasks without live public inventory

White-label means more than changing a logo. A credible implementation includes a custom domain, controlled brand theme, branded email and documents, agency-specific policies, isolated users and data, agency-owned payment settlement, configurable pricing, and support ownership that is visible to the end customer.

The full booking lifecycle

1. Customer or agent searches, enquires or requests a quote.
2. The system obtains prices from configured content sources and applies permitted fees or markups.
3. The traveller's details and acceptance are captured.
4. Payment is authorised or an approved credit mechanism is used.
5. The supplier booking is created and confirmed.
6. Documents, notifications and accounting records are generated.
7. Changes, cancellations, refunds and supplier reconciliation are handled through controlled workflows.

Design implication: The product must treat post-booking work as a first-class workflow. A portal that only creates bookings can increase operational pressure if it does not support amendments, refunds, reconciliation and customer communication.

CHAPTER 7

What Every Client Must Provide

The access, authority, content and decisions required before implementation

Learning objectives: After this chapter, the reader should be able to:

- Qualify a client's readiness before promising a booking platform.
- Collect credentials and commercial rules through a secure onboarding process.
- Separate client inputs from 513technology deliverables.

Input category	Required examples	Why it matters
Legal and business	Registration, operating licences, tax details, support contacts	Confirms who is contracting and serving travellers
Travel authority	IATA code, consolidator agreement, GDS PCC or supplier approval	Establishes permitted inventory and fulfilment route
Supplier access	Test/live API credentials, documentation, markets, rate and refund rules	Enables compliant integration and testing
Payments	Merchant account, currencies, settlement account, webhooks and refund authority	Keeps settlement tied to the agency
Brand and content	Domain, DNS, logo, copy, policies, images and email domain	Creates a complete white-label experience
Commercial rules	Markups, service fees, commissions, deposits, credit and approval rules	Controls pricing and financial behaviour
Operations	Roles, escalation paths, hours, SLAs and exception handling	Determines workflows and customer promises

Credential handling standard

- Do not collect production secrets in ordinary email, chat or WhatsApp.
- Use a secure secrets-sharing method and transfer credentials into an encrypted secrets manager.
- Maintain separate test and production credentials.
- Restrict each secret to the least-privileged service account and environment.
- Record the credential owner, permitted use, rotation date and revocation procedure.
- Never expose secret keys in browser code, logs, screenshots or client-facing error messages.

Preferred starting model: Each agency owns its supplier and payment accounts. 513technology connects those accounts to the agency's isolated tenant. This keeps inventory rights, settlement and supplier obligations with the client while 513technology focuses on software.

CHAPTER 8

Product Vision and Scope

Start with the agency operating system, then add live commerce

Learning objectives: After this chapter, the reader should be able to:

- Define the product's first valuable release.
- Distinguish core capabilities from later inventory integrations.
- Control scope through explicit exclusions and evidence-based expansion.

Product vision: 513 AgencyOS is the configurable operating system that helps travel businesses capture demand, produce professional travel experiences, control bookings and payments, and integrate authorised inventory under their own brands.

The first valuable product

- Branded agency website or embeddable enquiry experience
- CRM and lead pipeline
- Customer and traveller profiles
- Quotation and itinerary builder
- Invoices, payment schedules and gateway links
- Trip, booking and supplier records
- Secure document collection
- Customer portal and notifications
- Tasks, reminders, roles and audit history
- Basic revenue, balance and operational reporting

Explicit first-release exclusions

- 513technology-funded supplier credit or agency wallets backed by 513technology cash
- Direct storage or processing of raw card numbers and CVVs
- Unrestricted automatic ticket issuance without accredited operational ownership
- Every supplier integration requested by a single prospect
- Complex corporate travel policy, duty-of-care and expense functions before the core agency workflow is stable

Scope discipline: A clear exclusion is not a lack of ambition. It is a control that protects the company's ability to deliver a reliable core and earn the right to expand.

PART III

Platform and Engineering Blueprint

Translate the product promise into modular software, secure tenant isolation and integration boundaries.

CHAPTER 9

Platform Modules

A modular operating system for agencies, teams, agents and travellers

Learning objectives: After this chapter, the reader should be able to:

- Identify the major platform modules and their responsibilities.
- Recognise which modules form the reusable core.
- Avoid duplicating business rules across channels and integrations.

Module	Core responsibility
Tenant and brand management	Agency configuration, domains, themes, policies, locales and feature entitlements
Identity and access	Users, roles, permissions, invitations, MFA and session controls
CRM	Leads, customers, organisations, conversations, tasks and pipeline stages
Traveller profiles	Identity details, preferences, loyalty data, documents and consent
Quotes and itineraries	Products, day plans, revisions, markups, approvals and branded outputs
Bookings	Reservation records, supplier references, status, fulfilment and post-booking actions
Pricing and commissions	Fees, markups, exchange logic, agent commissions and margin visibility
Payments and ledgers	Invoices, schedules, gateway events, refunds, balances and reconciled records
Documents	Secure uploads, generated vouchers, receipts, tickets and retention controls
Notifications	Email, WhatsApp and in-app templates, delivery events and preferences
Reporting	Pipeline, sales, balances, supplier exposure, commissions and adoption metrics
Integration platform	Supplier adapters, payments, webhooks, retry handling and monitoring

Business rules should live in the platform core rather than in individual websites or mobile clients. For example, a markup rule must behave consistently whether a quote is created by an internal consultant, a sub-agent or a public booking journey. Channels should call shared application services rather than reproduce the calculation.

CHAPTER 10

Users, Roles and Critical Journeys

Designing around work performed by real people

Learning objectives: After this chapter, the reader should be able to:

- Define platform roles using least privilege.
- Map the critical journeys that must work end to end.
- Use workflow status and audit history to replace informal coordination.

Role	Typical access
Platform operator	Tenant provisioning, platform health and approved support access
Agency owner	Agency settings, financial visibility, users, approvals and reporting
Agency manager	Team workload, bookings, exceptions, pricing rules and operational reports
Travel consultant	Leads, customers, quotes, itineraries, bookings, payments and tasks
Finance user	Invoices, settlements, refunds, commissions and reconciliation
Sub-agent	Permitted inventory, quotes, bookings, wallet or credit and commission view
Traveller	Own profile, quote, itinerary, payment, documents and messages

Critical end-to-end journeys

1. Lead to confirmed trip. Capture enquiry, qualify, quote, revise, approve, collect payment and create fulfilment records.
2. Quote revision. Preserve history, recalculate commercial rules and prevent an expired price from being accepted silently.
3. Payment and reconciliation. Initialise payment, verify signed gateway events, update the ledger and issue a receipt idempotently.
4. Document collection. Request, upload, review, restrict and delete sensitive traveller documents according to policy.
5. Cancellation and refund. Record request, obtain supplier outcome, calculate fees, approve, refund and communicate status.
6. Sub-agent booking. Apply the correct rate, credit and commission rules while maintaining agency oversight.

Workflow test: If a process still requires staff to inspect multiple chat threads and spreadsheets to know its status, the platform has not yet replaced the manual operating system.

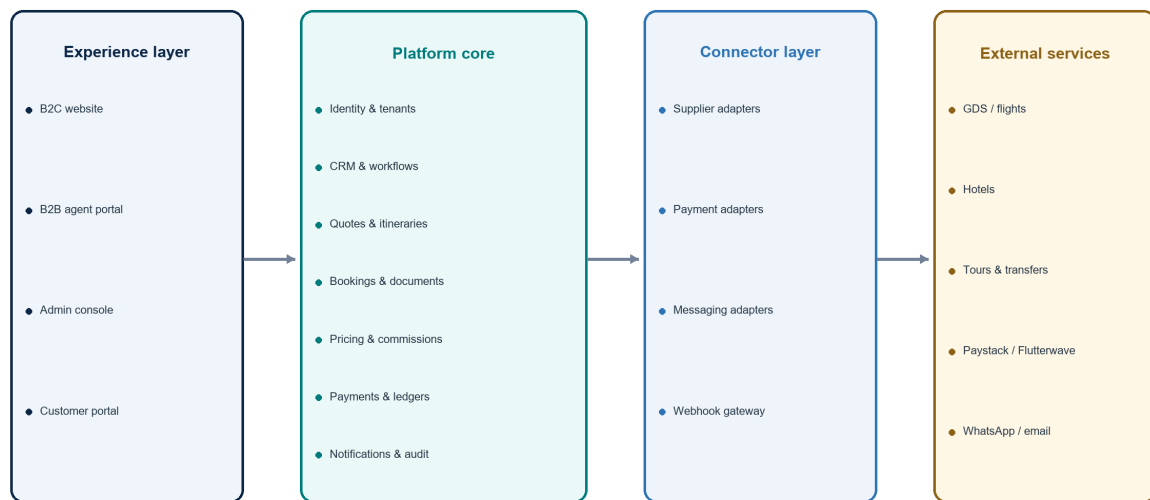
CHAPTER 11

Reference Architecture and Data Boundaries

A multi-tenant core with adapter-based external integrations

Learning objectives: After this chapter, the reader should be able to:

- Understand the principal architecture layers.
- Protect tenant isolation and data ownership.
- Design integrations so that one supplier cannot dominate the product core.



Agency data and supplier credentials remain isolated by tenant.

Figure 11.1 - Conceptual 513 AgencyOS platform architecture

The recommended architecture is a modular multi-tenant application with clear domain boundaries. A modular monolith can be the right starting point: it preserves transaction simplicity and delivery speed while enforcing internal module interfaces. Services can be separated later where scale, security or team ownership creates a demonstrated need.

Core architectural principles

- Tenant isolation by design. Every business record carries a tenant boundary that is enforced in application logic, database access and tests.
- One canonical data model. External supplier responses are transformed into internal flight, hotel, activity, price and booking representations.
- Adapters at the edge. Supplier-specific authentication, schemas and error behaviour remain inside connector modules.
- Event-aware workflows. Payment confirmations, supplier updates and notifications are processed with idempotency, retries and auditability.
- No secrets in the client. Supplier and payment secret keys remain in protected server-side infrastructure.

- Observable operations. Every external call has correlation identifiers, structured logs, metrics and actionable alerts.

Data class	Examples	Required treatment
Public	Published tours, destinations and marketing content	Integrity controls and content ownership
Internal	Pricing rules, tasks, operational reports	Role restrictions and audit history
Confidential	Supplier contracts, credentials and commercial rates	Encryption, least privilege and restricted export
Sensitive personal	Passports, dates of birth, contact and travel details	Purpose limitation, consent or lawful basis, retention and strong access control
Payment-related	Gateway references, authorisations and settlement events	Tokenised/hosted payment flow; never store CVV

CHAPTER 12

Travel APIs, Payments and Messaging

Connecting external systems without surrendering platform control

Learning objectives: After this chapter, the reader should be able to:

- Evaluate an integration commercially and technically.
- Understand the production-access path for travel and payment APIs.
- Design reliable webhook and retry behaviour.

Integration evaluation framework

Dimension	Questions to answer
Commercial authority	Who has the contract? Can inventory be resold or white-labelled? Which countries and channels are permitted?
Content	Which products, airlines, properties or markets are covered? Are prices net, commissionable or retail?
Lifecycle	Can the API search, book, cancel, amend and refund, or does it cover only part of the journey?
Operations	Who supports failures? What are the escalation hours, SLAs and reconciliation reports?
Technical	Authentication, rate limits, webhooks, idempotency, sandbox quality, certification and version policy?
Financial	Credit, deposits, currencies, settlement timing, chargebacks and foreign-exchange exposure?

Amadeus Self-Service provides test and production API access, but flight order creation has additional production requirements. Travelport's developer programme provides APIs, support and application certification for travel technology businesses, TMCs and OTAs. Similar diligence is required for every GDS, consolidator and wholesaler: access to documentation is not the same as approval to transact.

Payment design

- Use a merchant account owned by the agency unless a deliberately structured marketplace model has been legally and commercially approved.
- Initialise transactions on the server, verify gateway responses and treat the signed webhook as an external event that may be duplicated or delayed.
- Use hosted checkout or provider SDKs so raw card details do not pass through 513technology systems.
- Record immutable payment and refund events in an internal ledger; do not infer financial truth from a single mutable status field.
- Reconcile gateway settlements to invoices and supplier obligations.

PCI boundary: Direct card APIs can require PCI DSS compliance. Hosted payment pages and approved SDKs reduce card-data exposure, but the platform must still secure its own accounts, webhooks, customer data and operational access.

CHAPTER 13

Security, Privacy and Compliance

Protecting traveller data and maintaining trust across many agencies

Learning objectives: After this chapter, the reader should be able to:

- Identify the minimum security programme for a production travel platform.
- Understand the shared data-protection relationship between platform and agency.
- Embed compliance evidence into normal engineering work.

Travel platforms process unusually rich personal data: identity documents, dates of birth, contact information, trip locations, family relationships and payment records. A security failure can create physical, financial and privacy harm. Security therefore belongs in the product definition, not in a final pre-launch checklist.

Control area	Minimum platform capability
Identity	Strong password controls, MFA for privileged users, secure recovery, session revocation and login monitoring
Authorisation	Role-based and tenant-aware access checks on every protected operation
Encryption	TLS in transit, managed encryption at rest and protected secrets
Application security	Secure coding review, dependency scanning, rate limiting, validation and vulnerability remediation
Infrastructure	Environment separation, least-privilege cloud roles, backups, patching and change records
Detection	Central logs, security alerts, audit trails, uptime checks and incident escalation
Privacy	Purpose, lawful basis, consent where required, minimisation, retention, export and deletion workflows
Resilience	Restore tests, supplier-failure handling, queue retries and documented recovery objectives

Nigeria data-protection context

The Nigeria Data Protection Act 2023 regulates personal-data processing and establishes responsibilities for controllers and processors. In a typical deployment, the agency determines why traveller data is processed and is likely the controller; 513technology processes data to provide the platform and is likely a processor for that activity, while also acting as a controller for its own customer, staff and platform-security data. Contracts, privacy notices and actual system behaviour must reflect the real relationship.

Security evidence before production

- Threat model for the release and its external integrations
- Tenant-isolation automated tests
- Independent security review or penetration test for material public releases
- Backup restoration test

- Incident response exercise
- Data-flow map and retention schedule
- Access review for production staff and service accounts
- Supplier and subprocessor register

CHAPTER 14

SaaS Operations, Reliability and Support

The product is a service that must remain trustworthy after launch

Learning objectives: After this chapter, the reader should be able to:

- Define operational ownership for platform and travel-service incidents.
- Set measurable service targets without promising what suppliers control.
- Build support and change management into the platform business.

Incident type	Primary owner	513technology role
Platform unavailable	513technology	Restore service, communicate status and complete root-cause review
Supplier API unavailable	Supplier, with agency escalation	Detect, queue or degrade safely and provide technical evidence
Fare or inventory changed	Agency and supplier	Present supplier response accurately and preserve audit details
Payment authorised but booking failed	Agency operations with technical support	Prevent duplicate charge/booking, surface exception and support reconciliation
Traveller requests itinerary change	Agency	Provide workflow and customer communication tools
Suspected data breach	Shared incident team	Contain platform exposure, preserve evidence, notify contractually and support required reporting

Operational capabilities

- Public and internal service-status monitoring
- On-call ownership for production incidents
- Runbooks for common supplier, payment and notification failures
- Safe deployment, rollback and database-migration procedures
- Feature flags for controlled tenant rollout
- Support ticket classification and service reporting
- Planned maintenance and deprecation communication
- Customer data export and offboarding

SLA principle: Promise the availability and response that 513technology can control. Document external supplier dependencies and do not convert a third party's best-effort service into an unlimited liability for the platform.

PART IV

Build and Delivery System

Move from architecture to a production platform through staged evidence, controlled pilots and repeatable client onboarding.

CHAPTER 15

Delivery Roadmap

A staged route from foundation to integrated travel commerce

Learning objectives: After this chapter, the reader should be able to:

- Understand the recommended build stages and gates.
- Prioritise workflow value before high-risk inventory automation.
- Use the flagship tenant to create evidence for the reusable SaaS product.



Progress is gated by evidence: adoption, workflow stability, security and commercial readiness.

Figure 15.1 - Recommended platform delivery roadmap

Stage	Primary deliverables	Exit evidence
Foundation	Repositories, environments, CI/CD, tenancy, identity, design system, audit baseline	Secure tenant creation and repeatable deployment
Operations MVP	CRM, travellers, quotes, itineraries, bookings, payments, documents and tasks	End-to-end internal workflow passes acceptance tests
513 Travel pilot	Migration, training, live controlled use and support	Staff adoption, stable workflows and measured improvement
White-label SaaS	Tenant onboarding, custom domains, subscription and configuration controls	Second and third agencies onboard without code forks
Inventory integrations	Hotels, tours, transfers and later flight capability	Commercial approval, lifecycle coverage and operational support readiness

Roadmap rule: Do not schedule every future feature now. Commit near-term stages in detail and maintain later stages as outcome-based horizons that can change with evidence.

CHAPTER 16

Discovery, Client Onboarding and Migration

Turning an agency's informal workflow into implementable requirements

Learning objectives: After this chapter, the reader should be able to:

- Run discovery around real cases rather than feature wish lists.
- Convert current-state workflows into configured future-state workflows.
- Plan data migration and adoption as part of implementation.

Discovery sequence

1. Qualify the business. Confirm legal identity, operating markets, volume, team, sponsor, budget and intended launch.
2. Observe real work. Review recent enquiries, quotations, payments, documents, supplier bookings, changes and refunds.
3. Map the current state. Identify tools, owners, hand-offs, delays, duplicate entry and failure points.
4. Design the future state. Define statuses, roles, approvals, customer communication, data and exception handling.
5. Validate integrations. Confirm contract ownership, API scope, test access and production approval path.
6. Agree the release. Document scope, exclusions, acceptance criteria, migration, training and support.

Migration principles

- Migrate only data with a defined operational or legal purpose.
- Clean, deduplicate and map data before importing it.
- Keep source exports unchanged as controlled migration evidence.
- Reconcile record counts and critical financial fields after import.
- Use a pilot group and a defined cutover date rather than indefinite dual operation.
- Train with the agency's actual scenarios and measure adoption after go-live.

Discovery warning: A client asking for “a booking engine like a large OTA” has described an interface, not a requirement. Discovery must reveal inventory rights, business rules, exception handling, support ownership and the economics behind the desired experience.

CHAPTER 17

Quality Assurance and Release Management

Proving that the platform is correct, secure and supportable

Learning objectives: After this chapter, the reader should be able to:

- Define acceptance beyond visual completion.
- Test supplier and payment failure conditions, not only successful demos.
- Release features progressively and preserve rollback options.

Test layer	Representative evidence
Unit	Pricing, fees, commissions, status transitions, permissions and date/currency rules
Integration	Supplier authentication, schema mapping, payment webhooks, retries and idempotency
End to end	Lead-to-trip, quote revision, payment, cancellation, refund and document journeys
Security	Tenant isolation, access control, secret handling, validation and vulnerability testing
Performance	Expected search, quote, dashboard and batch workloads under realistic concurrency
Recovery	Backup restore, failed deployment rollback, queue recovery and supplier outage behaviour
User acceptance	Named agency users complete real scenarios against written acceptance criteria

Production release gate

- Scope and known limitations are documented.
- Critical tests pass in a production-like environment.
- Monitoring, alerts and support ownership are active.
- Backups and rollback procedures are verified.
- Privacy, security and supplier-access requirements are satisfied.
- Agency administrators are trained and sign off acceptance.
- Customer communication and incident contacts are ready.

CHAPTER 18

Team, Governance and Decision Rights

Organising people around outcomes, risk and platform ownership

Learning objectives: After this chapter, the reader should be able to:

- Identify the core capabilities required to build and operate the platform.
- Assign decisions to explicit owners.
- Prevent delivery speed from bypassing commercial or security controls.

Capability	Accountability
Founder / managing director	Strategy, capital allocation, partnerships, major commercial and risk decisions
Product lead	Problem discovery, roadmap, requirements, acceptance and outcome metrics
Technical lead	Architecture, engineering quality, delivery system and technical operations
Design lead	Research, service design, interface system and accessibility
Travel operations lead	Agency workflow, supplier reality, fulfilment and exception design
Security and privacy lead	Risk programme, reviews, incidents, compliance evidence and training
Customer delivery lead	Discovery, implementation, migration, training, adoption and support
Commercial lead	Pipeline, packaging, contracts, partnerships and account growth

Even with a well-funded programme, the company should avoid scaling headcount before it has clear product boundaries and engineering standards. A strong initial team can be augmented by specialised legal, security, travel-domain and integration expertise. Decision records should capture why material architectural, supplier and compliance choices were made.

Governance principle: No single sales opportunity should silently redefine the platform. Custom commitments require joint product, technical, delivery and commercial approval, with a clear funding and maintenance model.

PART V

Brand, Sales and Market Entry

Convert the platform thesis into credible messaging, qualified opportunities and repeatable commercial relationships.

CHAPTER 19

The 513technology Website

A B2B website that communicates specialisation, proof and a clear path to engagement

Learning objectives: After this chapter, the reader should be able to:

- Structure the website around buyer questions and outcomes.
- Present the platform and services without overstating current integrations.
- Use 513 Travel as proof while maintaining brand separation.

Page	Primary job
Home	State the problem, value, audience, proof and consultation call to action
Travel websites	Explain branded digital foundations and lead capture
Agency operations	Show CRM, quotes, itineraries, payments, documents and portal workflows
White-label platforms	Explain B2B/B2C models, branding, roles, pricing and integration readiness
Integrations	Describe supplier, payment and messaging capability with accurate availability status
Case study: 513 Travel	Demonstrate the before, implementation, adoption and measured results
About	Establish African travel-market understanding, engineering discipline and company story
Book a consultation	Collect business maturity, current workflow, suppliers, team, budget and launch need

Homepage hero: Technology for Africa's travel businesses. We build branded websites, agency operations software and API-powered travel experiences that help travel companies operate, sell and scale digitally.

Proof standards

- Label concepts, pilots and production capabilities honestly.
- Show actual workflows and outcomes rather than generic laptop mockups.
- Name a supplier integration only after permission and tested capability.
- Use quantitative claims only when measurement methodology can be explained.
- Make security, privacy and support commitments specific and supportable.

CHAPTER 20

Go-to-Market and Sales Process

Selling operational transformation through evidence-led discovery

Learning objectives: After this chapter, the reader should be able to:

- Build a qualified sales pipeline around a clear ideal customer.
- Use diagnostic discovery to demonstrate expertise.
- Move prospects from service engagements into platform adoption where appropriate.

Recommended sales motion

1. Education. Publish practical material about travel operations, digital trust, APIs, payments and agency scaling.
2. Diagnostic consultation. Assess the agency's workflow, volume, supplier readiness and business case.
3. Paid discovery. Map the current state, target state, scope, risks, plan and commercial options.
4. Pilot implementation. Deliver a defined workflow to a named user group and measure adoption.
5. Platform agreement. Move to recurring software, support and planned integrations.
6. Expansion. Add teams, brands, sub-agents, modules and suppliers where outcomes justify them.

Qualification signal	Positive evidence	Warning sign
Executive sponsorship	Owner attends and assigns process owners	Only a junior employee is asked to "handle the website"
Operational need	Concrete delays, errors or visibility gaps	Feature shopping without a business problem
Supplier readiness	Valid contracts or an approved onboarding path	Assumes software automatically grants inventory
Change readiness	Team will standardise and train	Wants new software but refuses workflow change
Commercial fit	Budget reflects implementation and recurring value	Expects enterprise scope for a commodity website fee

CHAPTER 21

Pricing and Packaging Principles

Pricing value while preserving implementation discipline

Learning objectives: After this chapter, the reader should be able to:

- Construct pricing from platform value, implementation effort and operating cost.
- Define tiers without creating an unmanageable feature matrix.
- Protect margins through scope, usage and third-party cost controls.

Pricing should not be finalised from competitor pages alone. It should reflect the customer segment, measurable value, implementation complexity, support promise, infrastructure, third-party services and the cost of maintaining integrations. A well-funded launch still needs economic discipline: revenue quality determines whether the platform can support agencies reliably.

Price component	What it covers
Discovery fee	Workflow study, integration validation, solution design and implementation plan
Implementation fee	Configuration, branding, migration, integrations, training and acceptance
Subscription	Platform access, standard updates, defined support and included usage
Usage	High-volume messages, documents, API calls, transactions or storage where material
Custom development	Client-specific capability outside the standard roadmap
Premium operations	Enhanced SLA, dedicated environment, advanced reporting or managed support

Packaging rules

- Make the base product coherent; avoid forcing customers to assemble essential workflow from many add-ons.
- Tie tiers to genuine complexity such as users, brands, sub-agents, controls and support - not arbitrary feature withholding.
- State included usage and overage treatment before contract signature.
- Index or review prices for material supplier and infrastructure cost changes.
- Do not offer unlimited customisation or support without an economic boundary.

CHAPTER 22

513 Travel as the Flagship Case Study

Transforming the operating business into product proof

Learning objectives: After this chapter, the reader should be able to:

- Use the flagship implementation as disciplined product discovery.
- Measure a credible before-and-after transformation.
- Convert internal success into an ethical, evidence-based sales asset.

513 Travel should not receive special code that no other agency can use. It should be configured as the first normal tenant wherever possible. When a genuine requirement appears, the team should decide whether it belongs in the reusable platform, a configurable policy or a narrowly scoped integration.

Before measure	Target evidence after rollout
Average time from enquiry to first professional quote	Reduced response time with controlled template and pricing workflow
Percentage of active enquiries with a known owner and next action	Higher pipeline completeness and follow-up discipline
Manual copies of traveller data per trip	Lower duplicate entry and fewer inconsistencies
Outstanding balances tracked outside the main workflow	Central visibility and timely reminders
Time spent preparing itinerary and payment documents	Reusable components and automatic document generation
Missed operational deadlines or unclear hand-offs	Task ownership, status and audit evidence

Case-study narrative

1. Describe the original workflow honestly, without embarrassing staff or customers.
2. Explain the business constraints and why existing tools were insufficient.
3. Show the product decisions and implementation approach.
4. Present screenshots or process visuals using consented, non-sensitive examples.
5. Report measured results with dates, sample sizes and limitations.
6. Explain what the team learned and how the platform changed as a result.

Credibility rule: 513 Travel is powerful proof only if it is treated as a real customer: with scope, migration, training, support, measured adoption and documented limitations.

PART VI

Execution and Immediate Start

*Turn the blueprint into an operating programme with measurable outcomes,
a 90-day sequence and a concrete kickoff.*

CHAPTER 23

Metrics and Management Dashboard

Measuring customer outcomes, platform health and business quality

Learning objectives: After this chapter, the reader should be able to:

- Choose metrics that connect product usage to agency outcomes.
- Balance growth with reliability, support and financial quality.
- Avoid vanity metrics that hide weak adoption.

Metric group	Core measures
Acquisition	Qualified pipeline, paid discoveries, win rate, sales cycle and acquisition source
Activation	Time to configured tenant, time to first quote, first payment and first completed trip
Adoption	Weekly active agency users, workflow completion, records outside platform and module utilisation
Customer outcomes	Quote response time, conversion, overdue balances, error or rework rates and staff time saved
Reliability	Availability, error rate, supplier latency, failed jobs, recovery time and incident count
Support	Tickets per tenant, first response, resolution, recurrent issue rate and customer satisfaction
Economics	Recurring revenue, implementation margin, hosting/support cost, retention and expansion
Risk	Access-review findings, vulnerabilities, backup tests, privacy requests and security incidents

North-star behaviour: An agency consistently completes its lead-to-trip workflow inside 513 AgencyOS and can supervise sales, payments and fulfilment without reconstructing the truth from chats and spreadsheets.

CHAPTER 24

The First 90 Days

A focused programme to establish the company, platform and flagship pilot

Learning objectives: After this chapter, the reader should be able to:

- Sequence the first 90 days around concrete deliverables.
- Run website, product and operating discovery as coordinated workstreams.
- Reach a controlled flagship pilot without sacrificing foundations.

Period	Primary outcomes	Key deliverables
Days 1-15	Company and product alignment	Brand brief, target customer, service catalogue, product charter, architecture decisions, delivery governance
Days 16-30	Validated flagship workflows	513 Travel process maps, data inventory, baseline metrics, clickable product prototype, MVP backlog
Days 31-45	Production foundation	Repositories, environments, CI/CD, tenancy, identity, audit, observability and design system
Days 46-70	Operations MVP	CRM, travellers, quotes, itineraries, payments, documents, tasks and notifications
Days 71-82	Pilot readiness	Migration rehearsal, UAT, security review, training, support runbooks and cutover plan
Days 83-90	Controlled flagship launch	513 Travel go-live, daily support, adoption measurement, defects and next-stage decision

Parallel website workstream

- Confirm brand identity, visual language and authoritative company copy.
- Design and build the 513technology.africa marketing website.
- Publish the service pages and consultation intake before claiming unfinished platform features.
- Add a transparent product roadmap or early-access invitation.
- Prepare the 513 Travel case-study shell and populate it after measured pilot evidence exists.

CHAPTER 25

Immediate Kickoff

The work that can begin now

Learning objectives: After this chapter, the reader should be able to:

- Create the first programme artefacts and decision cadence.
- Begin engineering with a controlled foundation.
- Use 513 Travel discovery to turn assumptions into an implementable backlog.

Kickoff decision: Begin with two coordinated tracks: (1) the 513technology corporate website and market presence, and (2) the 513 AgencyOS product foundation and 513 Travel flagship discovery.

Week-one actions

1. Create the product charter: audience, problem, outcomes, principles, first release and exclusions.
2. Set up the engineering workspace, source repositories, issue tracking, decision records and release environments.
3. Inventory the current 513 Travel workflow, software, spreadsheets, document types, supplier portals and payment processes.
4. Select ten representative 513 Travel cases: simple enquiry, complex quote, group booking, payment plan, change, cancellation and refund included.
5. Define the first data model and tenant, identity, CRM, traveller, quote, booking, payment and document boundaries.
6. Create the 513technology website content and design brief from the positioning in this blueprint.
7. Establish security, privacy and secrets-management standards before production credentials are introduced.
8. Schedule the first fortnightly founder product review and weekly delivery review.

First decisions to record

- Platform and product names
- Initial target market and agency segment
- Technology stack and hosting region strategy
- Tenant isolation model
- Authentication and privileged-access approach
- Payment gateway starting market
- First supplier category to integrate after the operations MVP
- Pilot success measures and go/no-go authority

Definition of momentum: Momentum is not the number of screens designed. It is the number of uncertain business, workflow and risk assumptions converted into tested decisions and working end-to-end capability.

PART APPENDICES

Reusable Implementation Tools

Checklists and reference material for discovery, access, acceptance and continued learning.

Appendix A - Client Discovery Questionnaire

Use this questionnaire before committing a white-label portal or integration scope. Answers should be supported by real workflow examples and documents where possible.

Business and market

1. What legal entity will contract with 513technology?
2. In which countries does the agency operate and sell?
3. What products, destinations and customer segments generate most revenue?
4. What are current monthly enquiry, quote, booking and traveller volumes?
5. Who is the executive sponsor and who owns daily operations?

Current workflow

1. How does a new enquiry enter the business?
2. How are customer and traveller details recorded?
3. How are quotes, markups and revisions produced and approved?
4. How are payments, balances, supplier costs and commissions tracked?
5. How are changes, cancellations, refunds and complaints handled?

Inventory and fulfilment

1. Which GDSs, consolidators, wholesalers and direct suppliers are used?
2. Who owns each contract and production credential?
3. Which products can be searched, booked, cancelled and refunded through an API?
4. Who issues tickets and who is financially responsible for supplier obligations?
5. What support and escalation arrangements exist with each supplier?

Technology and data

1. Which systems, spreadsheets, drives, email accounts and messaging tools contain operational data?
2. What data must be migrated, retained or deleted?
3. Which staff roles need access to which customer and financial information?
4. What existing domain, email, payment and WhatsApp Business accounts will be connected?
5. What reports are required daily, weekly and monthly?

Success and constraints

1. Which three business outcomes must improve after launch?
2. What date or event drives the desired launch?
3. What budget and internal capacity are committed?
4. Which workflow changes will staff be expected to adopt?
5. What would cause the implementation to be considered unsuccessful?

Appendix B - Client Access and Readiness Checklist

Area	Evidence required	Status
Legal entity	Registration, licences, address, tax and authorised signatory	Not started / Ready
Travel authority	IATA, consolidator, GDS PCC or supplier approval	Not started / Ready
Supplier sandbox	Test credentials and documentation	Not started / Ready
Production approval	Commercial permission, certification path and live credentials	Not started / Ready
Payments	Agency merchant account, test/live keys, webhook and refund access	Not started / Ready
Domain and DNS	Registrar access and approved domain structure	Not started / Ready
Email	Sending domain, DNS records, templates and sender identity	Not started / Ready
WhatsApp	Business ownership, approved number and messaging route	Not started / Ready
Brand	Logo, colours, typography, copy and licensed imagery	Not started / Ready
Policies	Terms, privacy, refunds, cancellations and customer support	Not started / Ready
Data	Source exports, field map, retention basis and migration approval	Not started / Ready
Users	Named administrators, roles, MFA and training participants	Not started / Ready
Acceptance	Signed scope, scenarios, criteria and approvers	Not started / Ready

Appendix C - Operations MVP Acceptance Criteria

Capability	Acceptance statement
Tenant and access	An authorised platform user can provision an agency; agency users see only their tenant; privileged access is audited.
Branding	The tenant can apply approved logo, colours, contact details, policies and customer-facing domain configuration.
CRM	A user can capture, assign, progress and report an enquiry with tasks and activity history.
Traveller	An authorised user can collect and update required traveller details with consent and access controls.
Quote	A consultant can create, revise, price, approve and share a branded quotation without losing version history.
Itinerary	A consultant can produce a structured day-by-day itinerary and customer-ready output.
Payment	The system can create an invoice or schedule, initiate hosted payment, verify the event and update the ledger once.
Booking record	Staff can record supplier references, status, cost, fulfilment documents and operational deadlines.
Documents	Customers can upload requested documents securely; access and retention follow configured policy.
Notifications	Approved templates can send and record email or WhatsApp events without exposing secrets or sensitive content.
Reporting	Owners can view pipeline, quote, payment, balance and booking status for their agency.
Recovery	Critical data can be restored from backup and a failed release can be rolled back according to the runbook.

Appendix D - Glossary

Term	Meaning in this blueprint
API	A defined software interface through which systems exchange commands and data.
B2B portal	A private platform through which partner agencies or sub-agents access inventory and commercial rules.
B2C portal	A customer-facing platform through which travellers browse, enquire, book or manage trips.
BSP	IATA's Billing and Settlement Plan for reporting and settling eligible airline sales between agents and airlines.
Consolidator	An accredited or contracted travel intermediary that can provide agencies access to inventory or ticketing services.
CRM	Customer relationship management: the records and workflows used to manage leads, customers and interactions.
GDS	Global distribution system connecting travel sellers with airline and other travel content.
Idempotency	The property that safely repeating a request does not create an unintended duplicate result.
Multi-tenant	A software model in which multiple customer organisations use one platform while their data and configuration remain isolated.
PCC	Pseudo City Code or equivalent identifier associated with a travel agency's GDS access and configuration.
PCI DSS	A security standard for environments that store, process or transmit payment-card data.
Supplier adapter	A connector that converts a specific supplier's authentication, data and operations into the platform's common model.
Tenant	One agency's isolated platform environment, users, branding, data, credentials and business rules.
White-label	Software delivered under the client's brand, domain and policies rather than the technology provider's consumer brand.

Appendix E - Selected Official References

These sources support the industry, API, payment and data-protection context used in this blueprint. Accessed 6 August 2026. Commercial and legal requirements should be rechecked before implementation because supplier programmes and regulation change.

- International Air Transport Association (IATA) - Travel Agent Accreditation. <https://www.iata.org/en/services/travel-agency-program/accreditation-travel/>
- IATA - Travel Agent's Handbook and local financial criteria. <https://www.iata.org/en/services/travel-agency-program/travel-agent-resources/tah/>
- IATA - PCI DSS standards for travel agents. <https://www.iata.org/en/services/finance/pci-dss>
- Amadeus for Developers - Moving Self-Service applications to production. <https://developers.amadeus.com/self-service/apis-docs/guides/developer-guides/API-Keys/moving-to-production/>
- Travelport - Developer access and partnership. <https://legacy.developer.travelport.com/support>
- Paystack - Payment channels and PCI scope. <https://paystack.com/docs/payments/payment-channels/>
- Paystack - API authentication and key handling. <https://paystack.com/docs/api/authentication/>
- Nigeria Data Protection Commission - Nigeria Data Protection Act FAQs. <https://ndpc.gov.ng/faqs/>
- Nigeria Data Protection Act 2023. https://ndpc.gov.ng/wp-content/uploads/2024/03/Nigeria_Data_Protection_Act_2023.pdf
- TBO - B2B travel platform overview. <https://www.tbo.com/tbo-Platform>

The build starts now.

513technology will turn real African travel operations into reliable branded digital systems - beginning with 513 Travel and expanding through a reusable, secure platform.

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