Scalable, flexible, and future-ready travel platform for world's largest direct seller of travel and leisure products

CASE SUMMARY

When a leading vacation and leisure direct seller needed the ability to scale, expand, and deliver unique and integrated experiences to its customers, it chose Sonata Software's travel platform. With the new platform, the company can now handle six times more traffic, scale globally, and expand its operations to include many more products.

Product Engineering
Enterprise IT Services
Technology Infrastructure

SONATA
SONATA SOFTWARE

DEPTH MAKES A DIFFERENCE

ABOUT THE CLIENT

Client is a leader in the direct selling of curated travel and leisure products. The company provides customers with information on themed tours and ancillary fulfillment products using more than 12,000 independent representatives in 28 countries.

BUSINESS CHALLENGE

- First, their existing platform was unable to handle peaks in bookings – done in a short time through multiple channels.
- Each new integration that the company needed to add to the platform to expand its travel offering resulted in cost escalations.
- Fewer reusable features in the system resulted in higher management costs.
- Maintaining the system with limited internal resources was a huge challenge for the company.

SONATA'S SOLUTION

- Cloud-based platform based on Rezopia that supported agent-based booking, travel operations, and customer services.
- We built a visually engaging e-commerce solution by customizing and expanding Rezopia into a commerce platform with the ability to sell travel and ancillary products.
- The solution enabled features to support B2C, B2B, call center, travel agents, and admin functions, providing the end user with a unique end-to-end experience.

BUSINESS BENEFITS

- Scalable and speedy development and deployment: A micro-service-based architecture ensured scalability and fast development and deployment
- Six times more scalable service: Our solution enabled the management of 1.2 million transactions and 10,000 users concurrently
- Ability to extend the platform: Our platform enabled the company to add the sale of ancillary products to its offerings
- 30% reduction in the release cycle: Our platform enabled rapid deployment of products and features with a release every 30 days
- Business growth: Our platform enabled a 200% increase in growth in booking in a month's time
- 30% cost savings: Our platform enabled cost savings by being a reusable platform and by leveraging cloud infrastructure and automation

ABOUT SONATA SOFTWARE

Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services. Sonata's solutions bring together new digital technologies such as Omni-Channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

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