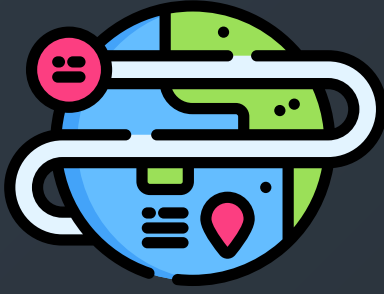# Transformation achieved through AWS by Europe's Largest Travel Player

CUSTOMER PROFILE

Multinational largest leisure, travel and tourism company in the world, and owns travel agencies, hotels, airlines, cruise ships and retail stores

GEOGRAPHY
Europe

REVENUE
$18.53 Billion

BUSINESS SCENARIO

- Challenges in scaling up for 600M holiday packages to sell.
- Lack of real time pricing and configurable dynamic packaging – loss of business
- Desperate monolithic systems across multiple markets – lack of agility
- Traditional margin/pricing calculations hampering revenue opportunities
- Volatile volumes hence expensive infrastructure and operations cost

SOLUTION HIGHLIGHTS

- Modernized "selling platform" on AWS platform with native and opensource stack
- recommendations. Processes 1 B records.
- Datamesh and Innovative ML models on AWS for domain centric services
- Serverless adapters and intelligent cache for dynamic flight combinations
- Modernized BI with Cloud based on-demand warehousing solution
- End to end automation with DevSecOps & DataOps

BENEFITS & IMPACT

- Scalability – platform could on-board 3 geo-markets in no time
- Search all possible inventory available (60Mil), and 1000s of flight combinations in <300ms response time
- Self-service business analytics and near real-time recommendations on pricing and yield
- Data driven dynamic package configurations
- foundation framework for ML based data products – seat optimization, package duration config etc.,
- approx. 70Mn+ GBP predicted op-ex saving/annum and predicted future biz opportunities

WHY SONATA?

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. **Sonata READY:** End-to-end, industry-specific digital business platforms

2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality

3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata Software is a global IT services firm focused on catalysing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating 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.

Right technology partner

One stop partner to cater for end to end Digital strategy

Expertise

- Experts in niche areas: Spartacus & Polyglot SCPI framework, CCV2& Hybris Accelerators
- First company in India to deploy SAP commerce on Google Cloud Platform

People

Unified engineers in-line with SAP roadmap

Framework & Assets

Accelerated implementation with various pluggable assets

Process

- Sonata's unique 7 step Platformation approach
- Sonata's proven Hybrid execution approach

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing , Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform©, Modern Distribution Platform©, Rezopia Digital Travel Platform©, Kartopia E-commerce Platform©, Halosys enterprise development automation Platform©, and CTRM Commodity trading and risk management Platform©, KODO - AI powered customer experience(CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.

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