

The Sky's The Limit For Travel Company With Portal

Overview

Description

- ✓ Travel Portal

Software

- ✓ WebSphere Portal
- ✓ Web Content Management
- ✓ WebSphere Dashboard Framework

Benefits

- ✓ Exposes the travel platform and leverages assets
- ✓ Provides self-service capabilities and dashboards through a Customer Portal
- ✓ Reduces time spent processing tickets
- ✓ Eliminates manual tasks such as handling failed transactions

Client Background

This company is the premier reservation and travel transaction processing company servicing 4 out of the top 5 travel entities in the world including American Express, Expedia and most major airlines. In total, they are responsible for 1/3 of all travel-related transactions within the United States providing online booking, data intelligence, reporting and analytics. They deliver technology applications in an on-demand environment to travel agencies, corporations, travel suppliers, government agencies, etc — providing more interaction and reservation processing than any single entity in the world.



Business Problem

With its depth of knowledge around reservation methodologies, the company has a highly automated and streamlined set of processes allowing them to track every precise detail of a transaction. They looked to extend those valuable processes out to their customers — reaching new markets and offering more value-add services. In this cost-sensitive industry, the objective was to improve the efficiency of and reduce overall costs for their customers, the travel companies and agents; as well as improve the consumer's experience. And as with any company in the service industry, they desired to increase customer satisfaction and remain competitive, something especially important with the current climate of air travel.

Solution

The company's goal was achieved with a Customer Portal offering a rich user interface and expanded services. With 5 previous generations of travel automation and transaction processing systems, its branded and hosted travel platform became their solution able to handle scale and high volume transactions from such mega-travel sites as Expedia. A unified Portal enabled them to expose this platform and leverage their assets while tying together both new and old applications, and allowed their processes to be consumed in multiple ways. While their competition was forcing customers to a new platform, this company strategically decided it was important to evolve their engine one layer at a time — favoring functionality and consistency for their clients instead.

Prolifics, with a blended onshore/offshore model, implemented WebSphere Portal, Web Content Manager, and WebSphere Dashboard Framework to deliver a Customer Portal that would provide self-service capabilities, customer-specific branding, role-based views and access, dashboards, reporting, and a streamlined process for publishing new content.

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Prior to the Portal implementation, the organization increased their automation rate while decreasing processing costs by 1/3. With this new initiative, the exponential growth is already apparent with the ability to process 10 ticket transactions a second. By opening up their processes to buyers and suppliers, they can take the cost down for their customers and also offer monetized applications such as notifying travel agents about unused tickets and monitoring seating charts to automatically switch passengers based on preferences. In an industry riddled with decreased routes and rising costs, the company has seen an increase in overall transactions because they are able to lower costs and offer these improved services.

Within a one month time period, and leveraging their new portal, they have already increased small business wins by not being out priced with three new previously unattainable clients. The company was able to bring these new customers on board faster (in just minutes versus days and months) during the brief beta period. In June of 2008, they went live to all of their customers.

Looking ahead, this travel company will beta release a virtual portal hosting solution via WebSphere Portal enabling them to offer unique self-service features to their customers. Customers will be able to react to and fix failed transactions where credit card numbers are expired or, for whatever reason, cannot be processed. The application will email the passenger directly, bypassing a manual task, allowing them to log in and self-correct the data. Additionally they are seeking partnerships with other services which will assist customers in finding the lowest fare through constant monitoring and possibly offer credits or refunds if rates go down. Currently this system is done via polling, but with the new infrastructure in place, the information can be pushed out to a client proactively.

Customers are excited and have praised their technologies and new portal implementation while looking forward to the next phase of growth within the industry. The company is excited to expose and leverage their new reservation features to current and future clients, increasing the value of their portal. The end results are new and innovative customer service options which will benefit everyone traveling the skies.

About Prolifics, a SemanticSpace Company

Prolifics is the largest systems integrator specializing in IBM technologies. Having garnered awards for its solutions and technical excellence across IBM's entire software portfolio, Prolifics provides expert services including architectural advisement, design, development and deployment of end-to-end SOA, Portal and Security solutions. SemanticSpace, Prolifics' parent company, is a global IT services firm providing application development, testing, application maintenance and outsourcing services. Bringing over 30 years of experience and a strong global presence across the US, Europe and Asia, the SemanticSpace companies offer clients end-to-end services combined with the market's most seasoned and skilled consultants and the dedicated care and attention that comes from a highly-specialized, boutique company. By combining application frameworks, prebuilt components, custom development expertise, a governance framework and a blended shore model, we help organizations decrease risk in complex software development and deployment investments, improve time to market and increase success of business strategy execution.



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