



# Sonata delivers a scalable travel platform for one of the world's largest direct sellers of travel and leisure products

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



## About the client

The 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 thousands of independent representatives in over two dozen countries.



### The context

As a company that sells vacation and travel products online through an associate network, the client relied on their technology systems. However, the system was unable to handle peaks in bookings – flash sales and special deals done through multiple channels. Each new integration that the company needed to add to the system to expand its travel offering resulted in cost escalations. In addition, fewer reusable features in the

system resulted in higher management costs. Lastly, maintaining the system with limited internal resources was a huge challenge for the company.

Seeking a solution that addressed the challenges they faced with their existing systems and a need for growth, the company turned to Sonata Software.

## The Sonata Software edge

Our travel platform IP, Rezopia, proved to be ideal – offering a robust, ready-to-go platform development accelerator with complete code ownership for the client. Further, we also offered expertise in new technology areas such as cloud and platform engineering, travel vertical competence, and a host of allied technology service deliveries.



**Furthermore, we were able to deliver an engaging e-commerce solution by customizing and expanding Rezopia into a commerce platform with the ability to sell travel and ancillary products.**

## A winning solution

The Sonata Custom platformation approach, using Sonata's pre-built, end-to-end travel industry platform solution Rezopia as a code base, was the key to the speedy and cost-effective solution. Through this approach, we built a versatile cloud-based platform that supported associate-based booking, travel operations, and customer services. Furthermore, we were able to deliver an 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, and associate & admin functions, providing end-to-end business capability

## Features

-  Add descriptions, pictures, documents, maps, and videos to packages and individual travel products
-  Sell through multiple channels – B2C, B2B, call center, XML / web service, mobile, and social networks
-  Assign different pricing contracts, such as per room, per person, occupancy-based, range-based, and unit-based pricing
-  Use Rules Engine to manage discounts, promotions, supplements / reductions, minimum stay restrictions, payment policies, cancellation policies, and blackout dates
-  Set up automatic email and SMS notifications based on qualifying events such as booking confirmation, cancellation, or modification
-  Add and manage markups
-  Create quotes and confirmed reservations

-  Connect in real time with GDS and other third-party supplier systems and wholesalers
-  Manage all operations through an integrated back-office and accounting system
-  Reserve travel for large groups through Rezopia's extensive group booking feature
-  Create and download reports on the fly, or use default templates for accounting, management, and operational reports
-  Generate vouchers, itineraries, invoices, bills, and more



## Technology

MS .Net framework,  
ASP.Net MVC,  
MS-SQL Server,  
Web services,  
Caching (Couchbase 3.0),  
MSMQ  
AWS



## Benefits

Our solution delivered six important benefits:

- **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
- **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

A testimony to the robustness of our solution is that in a one-day mega sale event organized by the company, it managed 20 times more traffic volume. It has given the company the ability to scale globally, helping them expand their operations in multiple countries, as a single code base can be easily deployed.



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info@sonata-software.com | www.sonata-software.com

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