



# World leading leisure travel company stays the ahead of digital business shift

## CASE SUMMARY

When a leading leisure tourism company wanted to embark on a digital transformation journey, it turned to Sonata Software. We deployed the right e-commerce solution, helping the company to dramatically improve its online sales and provide a seamless experience to customers across channels.

Product Engineering  
Enterprise IT Services  
Technology Infrastructure



**DEPTH MAKES A DIFFERENCE**

## ABOUT THE CLIENT

Client is a leading leisure Tourism company that serves over 20 million customers across 180 countries.

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## BUSINESS CHALLENGE

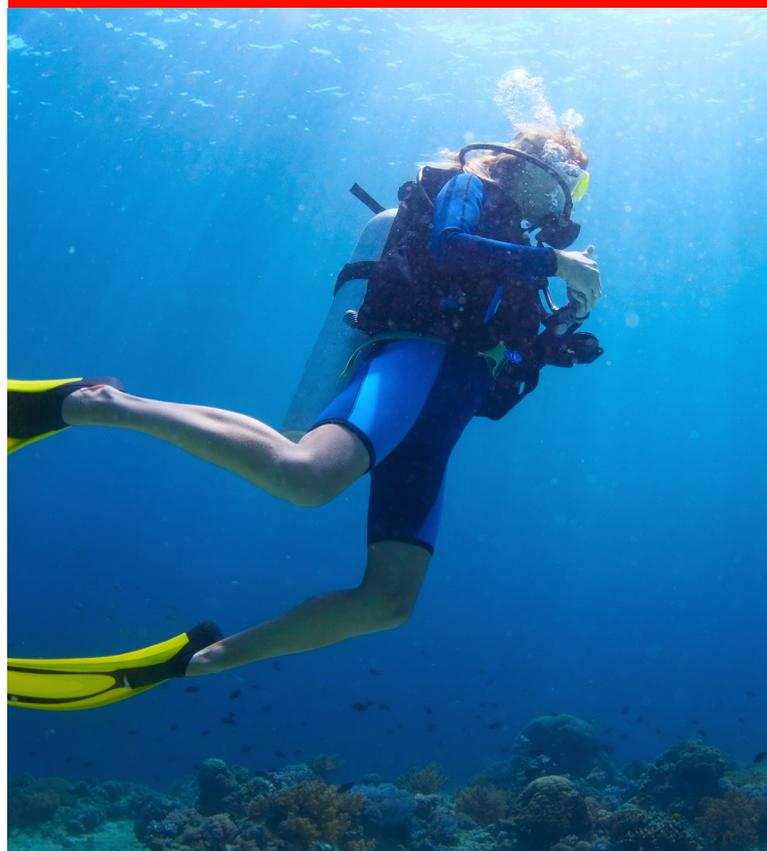
- Client wanted to substantially grow its online business while driving down distribution costs and improving conversion rates
  - Existing platform integrated over 50 legacy applications and delivered different experiences on each of its websites
  - Each website supported around 130,000 searches with 2,000 bookings per hour per instance at peak and coordinated with more than 3,000 hotels on sale, including pre-packaged twin centers.
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## SONATA'S SOLUTION

- With SAP Hybris as the platform, Sonata could support the company's multichannel vision and deliver high-level ongoing support
  - Customization of Hybris: Hybris Web Content Management System (HWCMS) and Product Content Management (PCM) were customized to meet the needs of the travel industry.
  - Integration: Integrated Hybris with third-party inventory providers, hotel platforms, pricing systems, yield management systems, data warehouses, order fulfilment systems, social tools, Sonata's PCI, digital asset management, and Endeca search engine
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## BUSINESS BENEFITS

- Savings: £5.5 million savings in annual marketing spend. In addition, the platform delivered operational cost savings
- Improved look-to-book ratio and sales: 30% increase year-on-year in sale of web packages
- Greater share for online channel in sales: Online medium accounts for about 50% of total sales
- Seamless experience: With the new platform, customers now get a consistent experience across channels
- Better selling capability: With the switch from static, content-based merchandising to dynamic marketing and ability to cross-sell and upsell products, the company has better selling ability with the new platform



## 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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