



Digital Transformation for one of the world's leading leisure travel companies

CASE SUMMARY

The organization embarked on a change in strategy, the key objective of which was to bring about business transformation through the implementation of a flexible, scalable and effective ecommerce platform that would enable the company to cross-sell and up-sell products from its major websites. The customer was looking to significantly increase their online business, drive down net costs of distribution and also improve conversion rates.

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

BUSINESS CHALLENGE

The existing platform was based on integrated legacy systems covering over 50 business applications that delivered different user experiences on each of the websites. Each website supports 130k searches with 2000 bookings per hour per instance at peak and coordinates with more than 3000 hotels on sale including pre-packaged twin centers. Customer targets to create a single intuitive and easy to use solution across all the sites and retail systems with customisable and configurable features.

SONATA'S TECHNOLOGY SOLUTION

To meet its objectives, hybris is selected best fit due to hybris' ability to support their multichannel vision and deliver high-level, ongoing support.

- Customization of hybris for travel industry
 - o hybris Web Content Management System (WCMS) and Product Content Management (PCM)
 - o Designed in single responsive templates, using the Single Catalogue
- Integration with 3rd party inventory providers, hotel platform, Pricing systems, Yield Management systems, Data warehouses, Order fulfilment System, social tools, Sonata's PCI, digital asset management and Endeca search engine

BUSINESS BENEFITS

- £ 5.5 million savings in annual marketing spend
- Improved Look-To-Book ratio and sales. 30% YoY increase in sale of web packages
- Online booking have become almost 50% of total sales
- Operational cost saving
- Consistent user experience across channels
- Switch from static content based merchandising to dynamic marketing with ability to cross-sell and up-sell products



ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing 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 100 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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