



Support Services 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 e-Commerce 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. hybris is selected as a best fit due to hybris' ability to support their multichannel

vision and deliver high-level, ongoing support.

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

BUSINESS CHALLENGE

The customer operates in over 180 countries with more than 30 million customers in 27 source markets and operates under different brand names each have traffic around 457K, 1053K, etc. page view per hour. Around 1500 servers need and 200 mission critical application have to be maintained. Reducing data center foot print and Optimizing IT Investment become challenge.

SONATA'S TECHNOLOGY SOLUTION

- Discovery Stage start Nov-11
- T1 Delivery @Com Dec-14
- Overall 10 Scrum Teams
- 5 Scrum Teams for BAU + Mobile Web
- 6 Scrum Teams for T2 Delivery

BUSINESS BENEFITS

- 50% reduction in IT infrastructure management cost from on-site to offshore
- Increased capacity to plan out new business activities
- Improved productivity and collaboration
- More flexibility in terms of deploying internal resources for project services
- Reduced operational cost



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 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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