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

Product Engineering
Enterprise IT Services
Technology Infrastructure

SONATA
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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. Quality of applications has become a critical pillar customer satisfaction and company growth. These applications were on disparate technologies and a large transformation pro-am initiated to move these applications to a new platform using products from Anite, Endeca, hybris and Tibco.

SONATA'S TECHNOLOGY SOLUTION

- End-to-end Managed Testing Services: Test Planning and management, Manual Functional and Regression testing, Automated Functional and regression testing, Web services testing, Performance testing, Security Testing, Data Migration testing and MI Testing.
- Total number of test cases: 25000
- Testing team in dedicated facility at 2 locations
- The average team size was of 65 people with a peak size of 100. Total effort of over 3800 person months till date.

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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