Enabling Digital Transformation in Travel Industry

hybris software
AN SAP COMPANY

Product Engineering
Enterprise IT Services
Technology Infrastructure

SONATA
SONATA SOFTWARE

DEPTH MAKES A DIFFERENCE

Technology Driving the Travel Business Today

The travel industry has undergone a metamorphosis, thanks to tech-savvy customers who have multitude of options to choose from and make informed decisions. To address these changes, the travel industry is working towards transitioning from traditional selling through agents to web-based selling; providing a seamless experience irrespective of the channel used; integrating multiple channels including retail, web, mobile, print and phone on a single platform to deliver a consistent customer experience across channels.

For the tourism industry, technology can therefore become the differentiating factor in an otherwise cut-throat environment. However, to fully capitalize on the latest technology trends, travel CIOs need to be armed with a complete picture of how travelers think and behave in addition to a sound understanding of how technology trends can impact and shape their business. The millennial traveller expects services to be provided anytime, anywhere and on any device. A 10% increase in customer retention levels result in a 30% increase in the value of the company. 70% buying experiences are based on customers' perception of how they are being treated.

Sonata enables online tour operators to enhance customer engagement, look to book ratio, revenues and customer loyalty by providing business-relevant solutions made possible through our deep expertise and vast experience in this domain.

hybris Omni Commerce is the Future of Commerce

hybris Omni-Channel Commerce provides the critical single view of the customer through sophisticated Master Data Management and Unified Commerce processes. Its open standards based Omni Commerce software delivers maximum cost savings, is scalable, and responsive to business needs. It is no wonder then that industry analyst and experts have ranked hybris as a "leader" in the market.

- The only commerce suite built on a single stack
- A modern, componentized service-oriented architecture that is future-proof
- Proven to scale for the world's biggest sites

- Natively multi-channel, multi-site, multi-regional
- State-of-the-art user experience
- Comprehensive commerce functionality Comprehensive B2B selling functionality

Sonata's hybris Capability

Engage | Experience | Enhance

Sonata has over 14 years of experience in the E-Commerce space across various verticals and platforms. Garnering the knowledge gained over the years, our strong team, and our proven delivery methodology coupled with our alliance with hybris and SAP, we have built solutions that help our customers go to market quicker and reduce TCO.

Sonata's hybris Services Portfolio

Agile Scalable Extensible Travel E-Commerce

Business Needs

• Intuitive personalized and consistent user experience – Quick product identification and search – Multi-Channel support, especially M-Commerce Search Engine Optimization	• Personalized experience to customers – Quick product identification and search – Multi-Channel support, especially M-Commerce Search Engine Optimization
Secure Online Payments • Quick product identification and search	**Seamless Channel Integration** • Quick product identification and search
Time-to-market	

Offerings for B2C

Sonata add-on Solutions	**Out-of-the-box Solutions**
• Enhancements to the SEO Engine- Faceted search • Order Integration to ERP • Payment Gateway Integration and Data Encryption • Product Connector to SAP	• Catalogue Management • Cross-selling through product recommendations • High resolution images and videos • Omni-Channel Inventory Availability • Multichannel-Web, Mobile, Kiosk, Helpdesk • Rating and Review • Order Management Solution • B2C Commerce Accelerator

Business Benefits

• Increased conversions and average order value • Improved margins through promoting products that are more profitable than others • Customer Retention through personalized treatment	• Improved Loyalty • Delivery efficiency and reduced shipping costs • Easy buy and pickup across channels • Improved market share

Value-Added Solution Accelerators for Travel Industry

Getting more out of the hybris E-Commerce platform

Integration Extensions

- A dynamic content aggregation solution across the key platforms of
  - 3rd Party inventory providers Social tools
  - Reservation systems
  - Home-grown retail systems and call centers
- Easy to configure and maintain
- Reusable code assets created

Payment Security Solution

- Extensions for credit card PCI DSS compliance in order to ensure online payment security

Travel E-Commerce Framework

- Modular architecture separating the presentation, business and integration layers
- Brand-specific web extensions enabling white labeling and re-skinning based on branding
- Single, flexible travel specific product catalog model

Presentation and Business Service Extensions

- Business Service Extensions - browse, search, book, self-service
- Booking Management - to make hybris suitable for travel industry

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hybris has been named as a leader in ecommerce platforms by leading analysts like Forrester and Gartner

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Mobile Website Drives Customer Access and Growth
Mobility platform-driven responsive website to provide optimal customer experience

BENEFITS: Upsurge in number of mobile devices accessing the website and strong growth in mobile revenues, achieved in record time

Omni-Channel Solution Increases Digital Business Revenues
Comprehensive and dynamic Omni-Channel content, merchandising and booking system

BENEFITS: Single view of customer that drives enhanced offers, conversion and digital business growth

Why Sonata

Deep hybris Expertise	Resources and Processes	Delivery Track Record
• End-to-end capabilities in hybris – Consulting, Deployment, Agile Development, Integration, Testing, Application Management Services, Performance Tuning • Focus areas – B2B and B2C E-Commerce for CPG, retail and travel businesses • Reusable assets and accelerators	• hybris CoE with 120+ qualified consultants capable of quick ramp-up • Global delivery model • TORQ Agile Implementation Methodology – Timely, Optimized, Risk Mitigated, Quality Delivery • Well-defined process for Performance Tuning of hybris systems • Proven Agile Test Framework • Managed Services AMS Framework	• Transformed the legacy retail platforms of the world's largest tour operator into a modern, consistent consolidated platform • Provided personalized and multilingual (eight languages) B2B portals for a leading document management technology and services enterprise • Awarded "Most Innovative Partner 2012" by hybris

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 leaders who want to make an impact on their businesses, with IT.

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