



REDUCED TIME TO MARKET FOR AUS BASED TRAVEL & TOURISM FIRM

By Leveraging Sonata's Travel Platform

From Sonata Software - [The Platformation Company](#)





Our Client

Client is a world leader in direct selling of curated travel and leisure products. The company provides customers with information on themed tours and ancillary fulfillment products using more than 12,000 independent representatives in 28 countries.

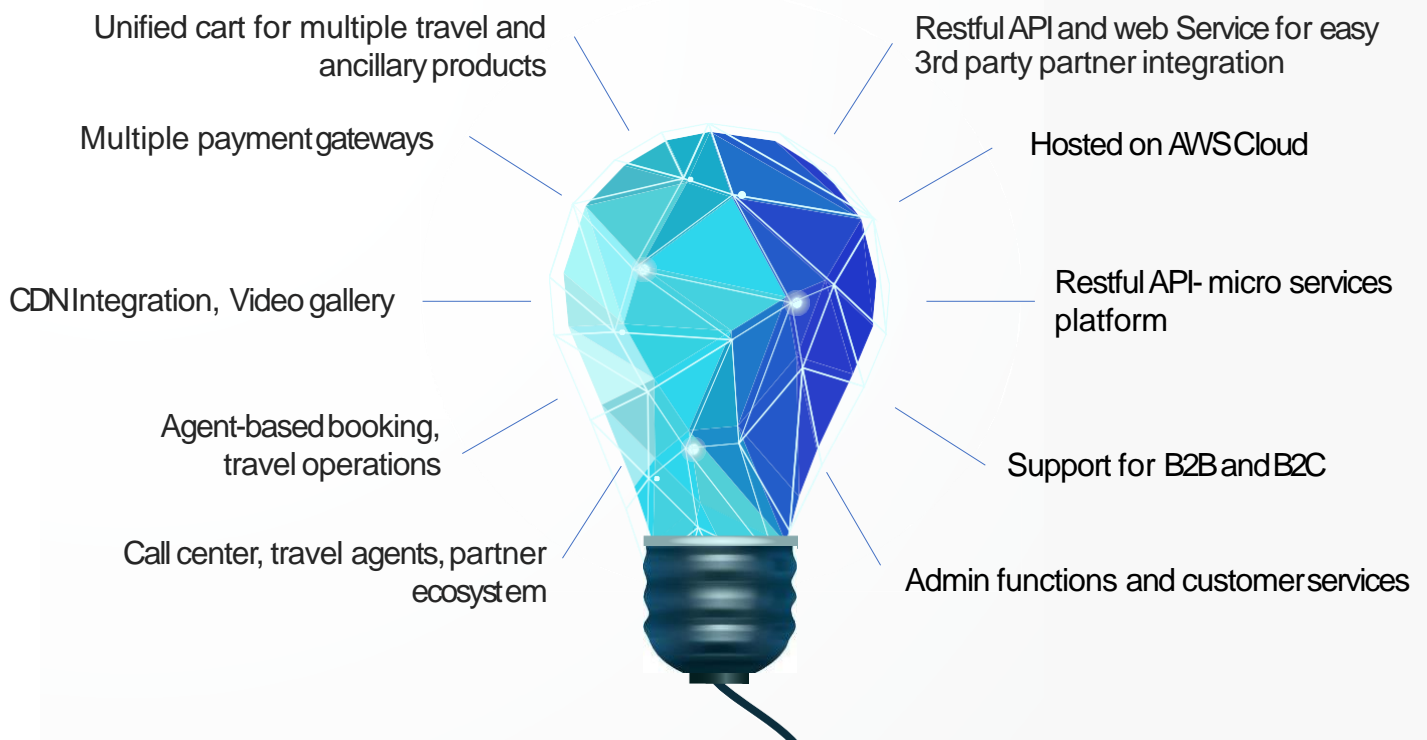
Opportunity

As a direct seller of vacation and travel products, customer experience is heavily relied on the technology platform. Multiple challenges faced with their existing platform

- Existing platform was unable to handle peak booking loads
- Ease of extensibility, time and cost required to integrate and expand travel offerings
- Fewer reusable features, resulting in higher management costs for every new offering.
- High cost of maintenance

Solution

Sonata built a versatile cloud-based platform for the customer using Sonata's travel Platform Rezopia



Key Results

30% reduction in the release cycle: Our platform enabled rapid deployment of products and features with a release every 30 days

Scalable and speedy development and deployment: A micro service-based architecture ensured scalability and fast development and deployment

Six times more scalable service: Our solution enabled the management of 1.2 million transactions and 10,000 users concurrently

Ability to extend the platform: Our platform enabled the company to add the sale of ancillary products

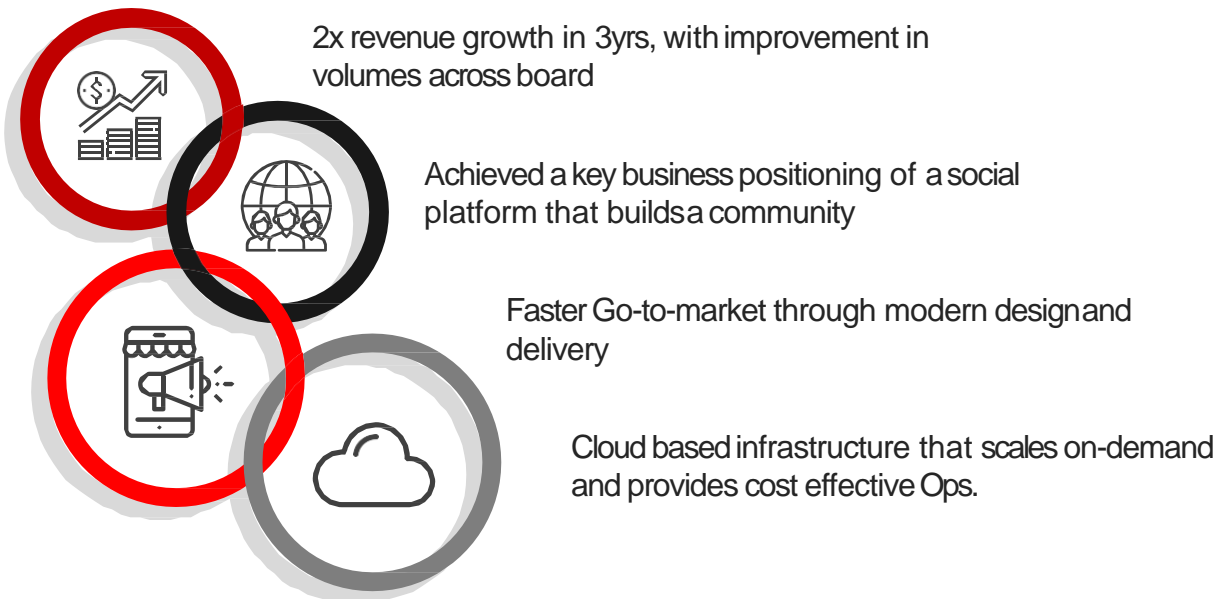
30% cost savings: Our platform enabled cost savings by being a reusable platform and by leveraging cloud infrastructure and automation

Key Cloud Engineering Features

Key features

- Rich Content – Long descriptions, pictures, documents, maps and videos to packages and travel products
- Selling through multiple channels - B2C, B2B, call center, XML/ web service, mobile, and social networks
- Assign pricing contracts such as per-room, per person, per occupancy, per booking and per unit
- Use Rules Engine to manage discounts, promotions, supplements / reductions, minimum stay restrictions, payment policies, cancellation policies, and blackout dates
- Automated Mail alerts and booking confirmation
- Add and manage markups
- Create quotes and confirmed reservations
- Realtime Integration with GDS and other 3rd party systems
- Integrated back-office and accounting system

Benefits



WHY SONATA?

Our focus, depth of understanding and proven expertise in Retail Systems of Engagement make us stand out among our peers. We help retailers retain and enhance their customer base and provide personalized and consistent shopping experience across all channels through deeper business insights. Sonata's expertise stems from:

- 10+ years of experience working with Fortune 500 companies and 200+ successful implementations
- Retail Platform IP solutions that integrate Omni-Channel Commerce, Mobility, Social Commerce, Analytics & Cloud
- Experience with leading retail technologies: SAP Hybris, Microsoft Dynamics AX, Oracle, JDA
- Industry ready solution assets that reduce TCO and time-to-market
- Proven large scale implementations
- Global delivery model: Reach, Quality & Cost Effective service

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. Sonata **READY**: End-to-end, industry-specific digital business platforms
2. Sonata **ACCELERATE**: Deploy popular horizontal platforms adding required functionality
3. Sonata **CUSTOM**: Engineer custom platforms that deliver unique digital capability and scalability

Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezopia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.



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