Sonata delivers a next-generation reservation platform for a government-owned railway operator in Australia

When an Australia-based rail operator wanted to improve service delivery and passenger experience with its rail reservation system, it turned to Sonata Software. In Rezopia, they found an end-to-end rail reservation, distribution, and operations management platform that also ensured 99.99% uptime and freedom from maintaining and hosting a solution.

About the client

Founded more than 150 years ago, the client is a railway operator, who today, serves more than 50 million customers traveling on its suburban rail and more than 700,000 customers on its long-distance and tourist rail per year in Australia. In many ways, rail transport has played a very important role in shaping the history of the state that our client serves in the country. Its railway lines and passengers have grown manifold since the client began operations, a century and a half ago.

SONATA

SONATA SOFTWARE

Serving a huge and growing customer base, brought to the fore several issues with the client's reservation system. Their existing on-premise rail reservation system had limited features and was challenging to maintain and ensure availability. For a system that passengers used directly, it was difficult to use, and the operator still relied on manual processes for the sale of ancillary products. The operator realized the need to enhance the system but the high cost of upgrading and enhancing it, together with a long lead time to implement features, was a huge deterrent.

The rail operator sought a feature-rich solution and a partner with the ability to host and manage the solution.

The Sonata Software edge

In Sonata Software, with its cloud-based travel platform Rezopia, understanding of the travel domain, and the ability to support the platform post-implementation, the client found an ideal partner.
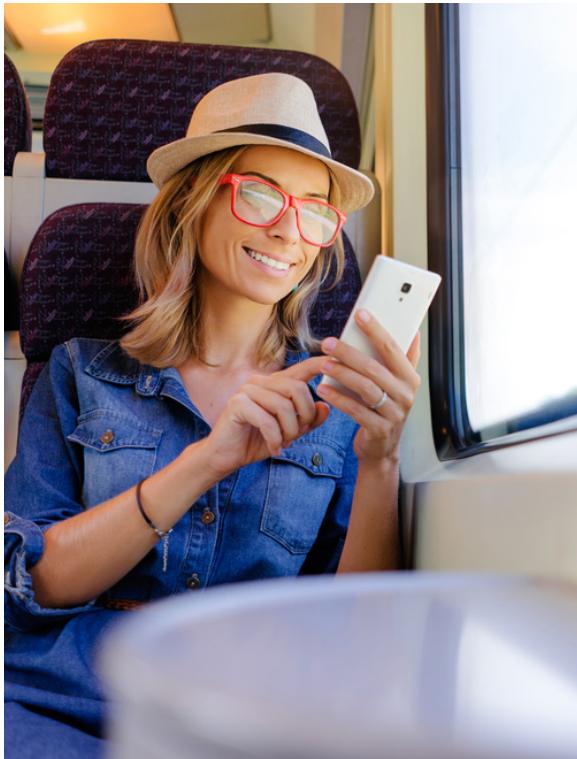
Features

🔍 Basic and advanced search capabilities

🚆 Train availability display for a week

🛒 Travel shopping cart

📄 Customer profile management

Seat maps

Automatic and manual override of seat and berth assignments

Special service requests

Automatic email and SMS notifications

Payment gateway integration for credit card

With Rezopia, the client now has a new platform that offers next-generation travel reservations, distribution, and operations features.

A winning solution

To meet our client's need for a rapid and cost-effective deployment of an omnichannel solution, the Sonata Ready platformation approach proved to be the best choice. Leveraging Sonata's digital travel platform IP, Rezopia, we were able to provide the client with an advanced and intuitive rail operations platform to manage services, schedules, inventory, fares, and fare rules, enabling them to improve customer service.

With Rezopia, the client now has a new platform that offers next-generation travel reservations, distribution, and operations. The platform supports multiple distribution channels such as online, call center, and train stations, along with travel agents and corporations, offering the ability to scale revenues. It offers best-in-class notifications across all providers along with a seamless multi-channel search and booking functionality.
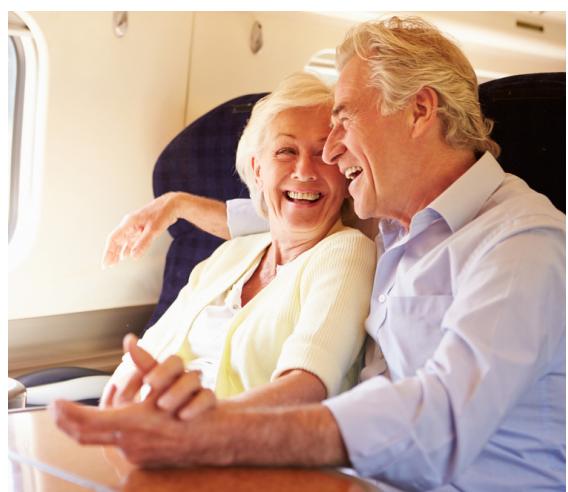
Technology

MS.Net framework,
ASP.Net MVC, MS-SQL
Server, Web services,
Caching (Couchbase
3.0), Redis Lock
server, MSMQ, Jquery,
JavaScript libraries,
AWS

Our solution delivered important benefits to the client:

- **Enhanced customer service:** With multiple touchpoints across channels, improved interfaces, notifications, and ancillary products, the customer gained next-generation digital experience.

- **Scaling revenue:** Our solution supports multiple distribution channels, allowing the client to scale revenues by selling directly through their website, call center, and train stations, as well as through their network of travel agents, corporations, and XML connectivity.

- **99.99% uptime:** Being cloud-based, the solution resolved the operator's biggest challenge with its earlier system – availability. It also ensured compliance with regulatory requirements.

- **40% reduction in time to production:** With its ease of use and rollout, another challenge our solution addressed was that of the lead time for implementing its features.

- **45% cost savings:** The solution was offered as a platform-as-a-service, reducing the overall cost for the client.