Yield Management Solution for a Leading Global Integrated Leisure Tourism Business

CASE SUMMARY

Need
Build an integrated yield management solution that is scalable, robust and can be made to adapt to the very volatile nature of demand changes

Benefits
Improved margins through forecasting and optimization techniques. Lower total cost of ownership of the overall solution

Solution
Customized, scalable and automated revenue management solution with enhanced forecast accuracy integrated with enterprise data warehouse providing detailed MI reports in decision making

Product Engineering
Enterprise IT Services
Technology Infrastructure

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DEPTH MAKES A DIFFERENCE

BUSINESS CHALLENGE

Make improvements around the revenue management solution and improve the performance and robustness of the solution

- Maximize contribution in periods of high demand by increasing prices, adding capacity and barring low profit packages

- Working out best solution for dealing periods with of low demand by reducing prices, cutting capacity, determining best product mix

- Manage 5 million on-sale prices at once and controlling price for up to 30,000 sales in a single day

- Performance requirement to process 9 million packages across 3 seasons of data every day

- Price recommendation at finer level

SONATA'S TECHNOLOGY SOLUTION

- Increased visibility of logic for automated decisions –No dependency on 3rd party product for forecasting and optimization

- Open source technology–Solution developed using Java swing, EJB 3.0, Jboss 5.x, Hibernate and Spring with database on Oracle 11g Exadata

- Integration with enterprise data warehouse for booking, inventory and margin information and customized recommendation dispatcher to reservation system

- Detailed MI reports provides significant improvement in transparency of decision making

- Automation of test scenarios

BUSINESS BENEFITS
- Enhanced forecast accuracy

- Improved margin mix

- Intra-day forecasting

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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