An Intelligent Data Platform Powers AI/ML Based Insights For One Of The Largest Global Tour Operator

Sonata helps a leading world tour operator build a Group Wide Data Platform that addresses complex data storage & exchange needs and enables AI/ML driven business insights for the group ecosystem.

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Business Scenario

The client operates in 150+ counties and has over 30 million end customers. Its entire tourism value chain is consolidated from a single source. This integrated offering provides customers with an unparalleled leisurely experience in over 180 regions globally.

Their existing solution for managing data across the various group entities was a Big Data implementation based on Cloudera Hadoop that was hosted in AWS and ran on EC2 instances.

The implementation serves as a data layer for the Group Marketing Platform that helped manage the data preparation and content for the marketing campaign execution.

Key Drivers

The organization's plan of business expansion to support newer products and include newer source markets necessitated custom data processing, usage, and reporting needs from individual business groups. **The organization realized the current architecture of the Data solution was not scalable enough to continue to support the group ecosystem needs.**

The organization's immediate focus, given the overall vision of expansion into multiple geographies and products, was to revamp the architecture into a scalable data model that could support and be easily accessed by multiple source market entities and business groups – **A Strategic Group Wide Big Data Platform.**

Project Components & Complexity

The Group Data Platform addressed the key considerations of the strategic data management initiative that included -

- **Scalability** - AWS S3 was used as the main storage service to ensure and support infinite scalability and fault tolerance

- **Data Management** - Data Lake that supported Stream and Batch ingestion using standard AWS Services and leveraged native lifecycle policies, management functionalities to enforce archiving and expiration of Datasets

- **Integration Points** – Ensured source market integration via APIs and data events enabling rapid adoption and simpler integration

- **Evolution** – Helped build a foundation for future Machine Learning activity by enabling massive storage and the ability to process data to feed into these algorithms

Solution

Sonata helped build a Group Data Platform for the client that provides the various source market entities and business groups seamless access to the ecosystem data for reporting and business insights. **The platform is architected to be open, scalable, and connected to help realize the platform roadmap that includes leveraging data models to derive smart insights.**

The Platform:

The benefits delivered to the client through the platform are

- Provides a centralized set of secure, common data services where data from across the organization can be built up and analyzed

- Enables a common data lake architecture accommodating multiple data sources with the flexibility to adapt the processing framework of choice

- Provides a metadata framework to govern, control, classify and segregate the information ingested

- Leverages AWS Cloud Functionality Stack for better infrastructure management

    - Helps decouple compute and storage functionalities

    - Utilizes native elasticity of compute and storage resources

    - Maximizes the utilization of serverless features and functionalities

- Control the access to data and information through

    - Data segregation

    - Role/group-based access policies

    - Audit logging

WHY SONATA?

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 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.

Right technology partner

One stop partner to cater for end-to-end Digital strategy

Expertise

- Experts in niche areas: Spartacus & Polyglot SCPI framework, CCV2& Hybris Accelerators
- First company in India to deploy SAP commerce on Google Cloud Platform

People

Unified engineers in-line with SAP roadmap

Framework & Assets

Accelerated implementation with various pluggable assets

Process

- Sonata's unique 7 step Platformation approach
- Sonata's proven Hybrid execution approach

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing , Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform©, Modern Distribution Platform©, Rezopia Digital Travel Platform©, Kartopia E-commerce Platform©, Halosys enterprise development automation Platform©, and CTRM Commodity trading and risk management Platform©, KODO - AI powered customer experience(CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.

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