



Enhanced sales and customer experience for a Ferry operations leader

About the Company

Our client is a UK based Ferry Operating Company. A subsidiary of a Middle East water transport major that has a footprint all across Central Europe. They operate various subsidiary ferry companies in different geographies in their distinct entities.



Key Challenges

The client was looking to transform their sales process and operations that would ensure improved customer experience and higher levels of customer engagement.

1. The existing client's system for booking applications was functioning on-prem which was not very responsive and flexible to adapt to the dynamic market requirements
2. The legacy application was built on dated technologies, hence the maintenance and possibility to upgrade was a challenge
3. The application was unable to integrate with third party applications



Solution Overview

Sonata developed a solution using its proprietary Platformation™ methodology keeping in mind the Client's challenges. The platform was built consisting of a selling portal (applying Helix Habitat Principles), an E-commerce system (SAP-hybris), integrating with inventory system and a content management system with API Platform. The entire Platform was deployed in Azure with appropriate services to achieve scale and availability.

Some of the highlights of the solution implemented are:

1. Sonata engineered the selling portal mobile app and contact center application using Sitecore Helix Habitat architecture
2. Enabled dynamic pricing to maximize revenue
3. Integrated advanced Notification Monitoring capabilities from Azure into the platform
4. Engineered and integrated E-commerce platform capability (SAP Hybris 6 Travel Accelerator)
5. Seamlessly connected Advanced Analytics functionality with Google Analytics, GTM, and Qubit
6. Engineered and deployed the full Platform in Azure

Engagement Snapshot

Sonata partnered with the client through a platform-based approach to identify the critical requirements, identify the optimal technology architecture, and execute the implementation. Some of the key highlights of the engagement are:

- Sonata developed and deployed the Sitecore CMS in Azure
- Sonata re-developed the SAP Hybris 5 On-Prem E-commerce solution to SAP Hybris 6 solution on Cloud
- Sonata developed an intuitive mobile E-commerce application
- Sonata provided end-to-end maintenance and support for Hybris and Azure implementations

Tech Landscape transformation through Platformation™

Old Tech Landscape

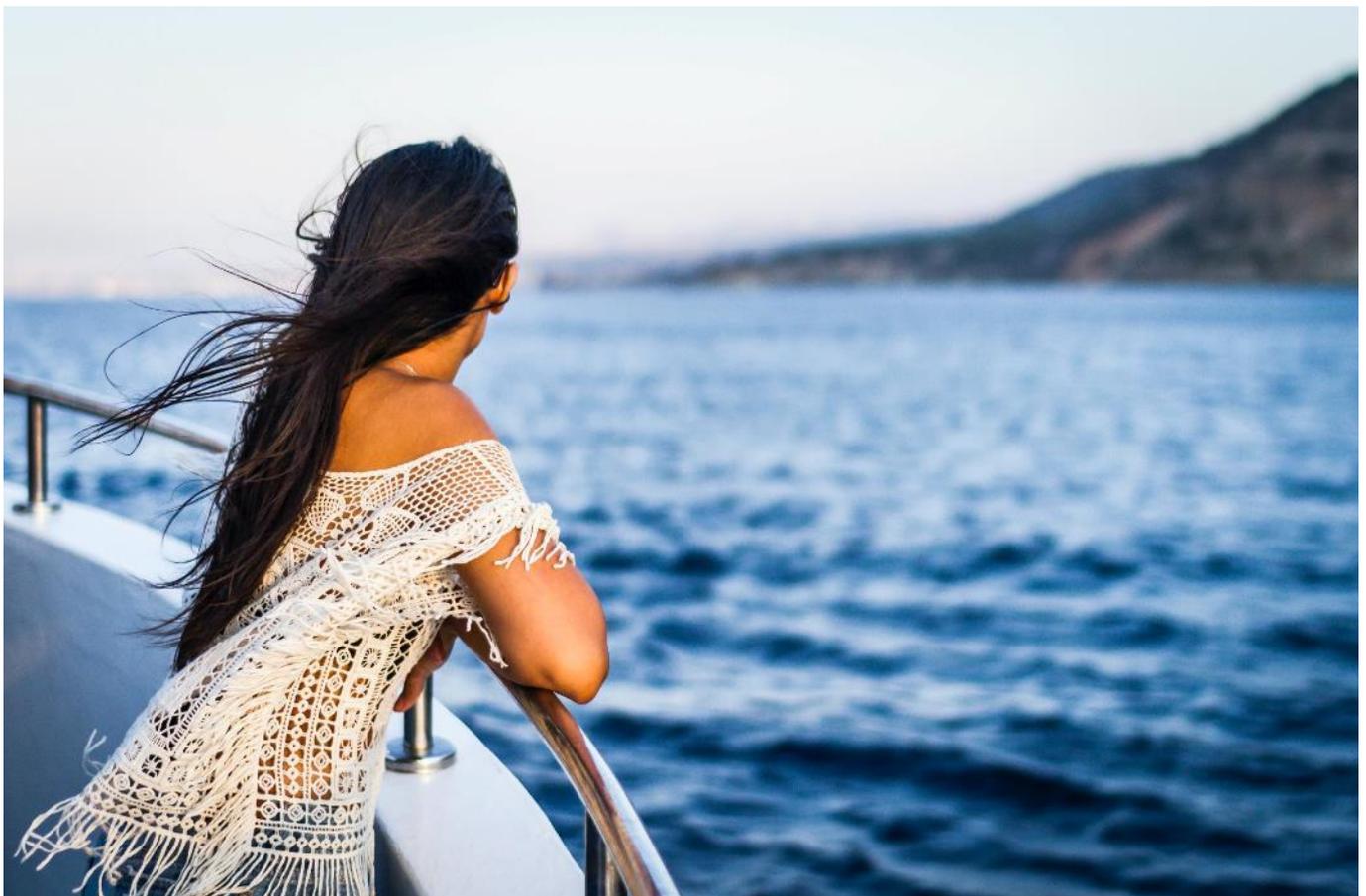
On Prem – Legacy Application



New tech Landscape



Qubit.



Business Benefits

Sonata simplified the entire transaction cycle through a lucid and integrated platform.

- The client now has an intuitive portal & mobile application on Azure which resulted in improved customer experience
- Better personalization enabled higher conversion rate among customers
- Enhanced customer experience with better support throughout their engagement in the platform
- Centralized, simplified and governed business processes concerning the products, pricing, promotions & Inventory delivered
- Multilingual Content Management system enabled to facilitate seamless cross-border engagement





WHY SONATA?

Sonata helps clients unlock value and growth through Platforms with Sonata's proven Platformation services. We also help enterprises in shaping their Digital Agenda, Platform thinking and in reimagining Platform business models and ecosystem.

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 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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