

# Travel Booking Platform

**Client:** Travel Subsidiary of a Fortune 50 Corporation  
**Location:** USA

## Client Description

The client, a travel subsidiary of a Fortune 50 retail corporation, provides package vacations and cruise excursions to Mexico, Hawaii, Caribbean, South Pacific, Europe, Australia and New Zealand. It is a Membership Services organization; a concept derived from its parent company, whereby, only members can book a travel and avail the benefits of cheaper rates and quality service.

## Business Need

The client was unable to expand its reach and widen its customer base due to inherent limitations in their existing IT environment which was predominantly legacy and disparate. Changes to business processes to accommodate new distribution channels and subsequent fulfillment of the same could not be easily accomplished due to deficiencies in existing systems and lack of integration between various systems.

Their call center couldn't manage peak season loads due to application scalability constraints. Additionally, their applications couldn't be extended to the online distribution channel. The management was evaluating a single application that could meet both their online and off-line business and a system that can scale to their growing business needs and agile to change product configurations with changing business environment.

In order to keep pace with changing business needs, they had to implement a core booking engine and integrate existing applications in order to effectively service its customers.

In this regard, they were looking for an IT Vendor with a strong travel background and who would have the requisite expertise in assessing their need, evaluating their current applications, recommending a suitable booking engine and an integration mechanism for bridging their applications and implementing them within the framework of an Enterprise Architecture.

## Solution Offered

Blue Star Infotech (BSI) with its expertise in process modeling, enterprise architecture and integration combined with its domain understanding, was given the task of modernizing the client's IT environment.

BSI's team started the engagement by conducting a high-level visualization exercise. This was followed by a Business Process Improvement (BPI) study. BSI suggested process improvements and enterprise architecture recommendations which enabled the client to

- Construct Business Process Improvement/Optimization roadmap
- Construct IT roadmap
- Restructure Business Functions

BSI continued with the next phase of the project which involved defining and implementing the enterprise IT architecture. A Service Oriented Architecture (SOA) was defined as a base to the integration points that the travel booking engine would use. The activities included:

- Defining the integration points for the Booking engine
- Defining the BizTalk Server Integration architecture, integration modules and integration strategies with the Booking middleware
- Defining the auxiliary tools to the Booking Engine

The major BizTalk Server integration modules are:

- Membership Integration Module
- Payment Integration Module (PaymentTech and Verisign gateways)
- Cruise Integration Module (with Amadeus GDS)
- Hotel/Vendor Direct-Connect Module
- Shipping/Tracking Integration Module (with UPS and Fedex)
- Accounting/Financial Integration Module (with MS Great Plains using eConnect bridge)
- ZDI Cash Card Integration
- Currency Rate Definition

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## Benefits to the Client

- New channels of distribution were implemented resulting in increased customer acquisition
- Well-defined integration points ensured smooth flow of information across all systems enabling higher customer satisfaction and higher information retention.
- The architecture provided the flexibility to integrate best-of-breed products without having to disrupt the booking engine functionalities.
- The Service Oriented Architecture (SOA) delivered significant benefits to the client such as:
  - Decoupling of the services (systems and modules) which enables better maintainability
  - Ability to integrate new products or add vendors with minimal effort

## TECHNOLOGY

- Windows Advanced Server, MS SQL Server 2000
- MS SQL Server 2000, Java, JSP, XML
- BizTalk Server 2004, Visual Studio.NET 2003
- Hypertech Booking Engine

### For more information about Blue Star Infotech:

USA	+1-(408) 235-1640	bsia_ca@bsil.com
UK	+44-020-8538 2710	bsil_uk@bsil.com
India	+91-22-2490 1870	globalhq@bsil.com

[www.bsil.com](http://www.bsil.com)