

## Recharging the Enterprise

**Client:** Travel Startup

**Location:** United States

### Client Description

The client is a US-based startup funded by a worldwide leader in corporate travel logistics products. The startup, through an online portal, intended to target retail and small business travel services segment for travel out of USA by offering specially packaged deals.

### Business Need

The client had a vision to create the next generation travel portal using Web 2.0 principles and provide graphical, user-friendly, travel booking interfaces that would change the way that online bookings were done. The technology platform was primarily open source based. The client needed a technology partner who would help it architect the next generation product and achieve its development milestones within the shortest possible timeframes.

### Solution Offered

The primary challenges were in ramping up a development team in the shortest possible time and train them on the cutting edge technologies that were to be utilized for developing the portal. BSI was able to rapidly set up a techno-functional project team numbering 35 developers and testers within one month of starting.

The Consumer Travel Portal would provide all services through its Portal to all consumer segments – whether they are traveling for leisure or traveling for business. This solution would integrate with multiple systems in the whole ecosystem and most importantly the Travel Middleware API. Some of the key functionalities that are derived from this implementation are:

**Business Services Layer:** The Portal and associated subsystems was built using the Service Oriented Architecture (SOA) methodology. Every business function from the Portal would be accessed in the form of business services. The business services layer would consist of a suite of value-added services that are built on top of the travel middleware, payment gateway, CMS and other backend data sources as required by the Portal.

**Portal Application Development:** The Portal application development entailed activating the site using the MVC (model-view-controller) design pattern and building the necessary 'view' and 'controller' application components to talk to the 'model' components of the business services layer.

**Portal Content Management System (CMS):** The CMS would be used for creating, delivering, and managing the

content of the Portal. Site content was defined as text, news articles, special offers, images, blogs, etc.

**Support Fulfillment Dashboard:** The Support Fulfillment Dashboard is a Web based application that allows support personnel or call center agents to quickly get visibility into the profiles and reservations of travelers and resolve issues, if necessary.

**Task Automation and Schedulers:** In addition to the front-end business activities, other back-end activities were scheduled and executed based on time or business events. This was done by a separate application on top of business service layer which was known as Agent Dashboard.

**Email Management System (EMS):** The EMS was used for all customer email communications (outbound required, inbound optional) for the Website. The EMS would handle both batch/mass-mailings and real-time mail requests from other Airtrade systems.

**Application Server:** JBOSS - 4.0.5 GA is used to host application. Features like capabilities to connect to hibernate and also AXIS web services are also deployed in JBOSS. This will help external stakeholders to access the web services through HTTP protocol.

### Benefits to the Client

- A new generation Portal utilizing advanced technology features was developed and implemented in the shortest possible time
- BSI's TechCell, a team of R&D experts, were able to crack the most challenging technical issues which were primarily on account of the new technologies used. This ensured that project timelines were not impacted.

### TECHNOLOGY

- Java 1.5
- JBoss
- Axis 2.1
- DWR 1.0
- JIBX 1.4
- Velocity
- My SQL 5.0
- XML and XSL
- Macromedia Flex 2.0

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