

## Travel Distribution Technology

**Client:** A global leader in leisure travel distribution technology

**Location:** USA

### Client Description

The client is a global leader in leisure travel distribution technology. It provides airlines, hoteliers, tour operators, and travel agents with vacation travel technology to dynamically package, market, and sell vacations via a variety of distribution channels.

### Business Need

The client wanted to cut costs and at the same time wanted to execute their projects with a flexibility to expand and reduce the team size as per their project requirements. The client's need was in 3 areas:

#### Product Development & Support

Ongoing product enhancement, maintenance and release management.

#### Customization

For customization of white-label booking solutions and consumer-facing websites (B2B2C). The client needed a single code base to make the client's Web solutions more componentized and therefore reduce maintenance and customization costs.

#### Portal Development

Providing add-on solutions to their clients. One of the customers of the client wanted to launch an on-air (VOD) and online travel service. The client required a web site that would function in conjunction with on-air programming and as a stand-alone, video-centric service through which users can search, plan and purchase luxury travel packages.

### Solution Offered

In order to develop and customize the product, the client was looking for a vendor who could provide high-end technology expertise, usability expertise, domain knowledge and scalability. BSI, with expertise in the above areas, was selected to be their technology partner. To cater to the various needs and dynamic requirements, BSI, using a Distributed Collaborative Model, set up an dedicated Extended Development Center which worked closely with the client's core development team. After an initial knowledge transitioning phase, the ODC quickly stabilized and started working on multiple projects. A customized governance model was established that monitored the progress and ensured that the desired

objectives were met.

BSI, with its significant knowledge in .NET and WCF technology, assisted the client in product development and customization. Web 2.0 concepts were used for the portal development.

BSI provided additional value-added services via its Tech Cell and its multi-dimensional relationship with Microsoft. This enabled the client to ensure that its product architecture and technology decisions were validated thoroughly and strengthened before committing to forward development.

### Benefits to the Client

- BSI's competency in the travel domain and the Microsoft technology stack enabled the extended centre to deliver seamlessly and efficiently
- The client was provided, on an on-demand basis, quick access to key skills in the areas of usability and architecture through BSI's support groups. This ensured that the client's development cost was optimized and the product releases were not compromised
- Accelerated time-to-market
- Reduced costs due to leveraging of dual-shore capabilities
- Flexibility of scale
- Knowledge retention through lower attrition and best practices
- Access to Microsoft support and quick resolution of platform-related issues via BSI's relationship with Microsoft

### TOOLS / TECHNOLOGY

.NET 2.0,  
 WCF,  
 SQL Server 2005,  
 MVP Patterns  
 Web 2.0

#### For more information about Blue Star Infotech:

USA	+1(408) 235 1640
UK	+44 020 8538 2710
India	+91 22 2490 1870

Email: [globalhq@bsil.com](mailto:globalhq@bsil.com)

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