

## Powering Travel Distribution

**Client:** A Fortune 50 company with world-famous theme parks and resorts

**Location:** USA

### Client Description

The client is a Fortune 50 company and the largest media and entertainment conglomerate in the world. Listed in the NYSE and with over 80 years of experience in the entertainment business, the client, together with its subsidiaries, is a diversified worldwide entertainment company with operations in four business segments: Media Networks, Parks and Resorts, Studio Entertainment, and Consumer Products.

It has the most visited and largest recreational resorts in the world, containing 4 theme parks, 2 water parks, 23 themed hotels, and numerous shopping, dining, entertainment and recreation venues.

### Business Need

In order to improve business agility, the client wanted its infrastructure to be in pace with business and technology on all fronts. As part of its IT strategy, for Distribution Planning, the client identified following needs as critical to address:

- Integrating 55 odd systems to external suppliers and distributors through an Enterprise bus and parameterized APIs
- Keep in pace with developing standards such as Open Travel Alliance, so that integration with Online Travel Agencies and Wholesalers are achieved easily. This is vital as Online Travel Agencies and Wholesalers are moving away from flat file based systems, leading to manual processes, loss of business and operational delays.
- Increasing the distribution channels especially Online Travel Agencies (OTA) who are currently setting trends in moving Consumers from traditional Travel Agency to Online booking.
- All errors in the present system are handled by the client's Reservation Center which includes GDS errors and errors from switches and middleware. Maintaining a near error free environment for centralized reservation center to operate 24\*7 was becoming a challenge to the client's IT team – this resulted in increase in operating costs and time-levels in booking cycles

In order to address the above areas, the existing systems and the integration mechanisms used currently needed to be evaluated and corrected appropriately.

### Solution Offered

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

BSI adopted a phased approach towards the realization of the

requirements.

This resulted in:

- Creation and implementation of a roadmap for Direct Connect which progressed from a Common Platform (RT/WH) , via a B2B compliant platform, to the final Enhanced Platform
- Design of System and Technical Architecture which took into consideration the various systems linked to Direct Connect
- Strategy for connecting with travel trading partners and its implementation
- Automating key Business Processes including fulfillment processes

### Benefits to the Client

- Single Platform by porting the interfaces to the client's Technical Framework thereby increasing the scalability and flexibility of the components and reducing maintenance costs
- Increased online sales due to connectivity to Online Travel Agencies and Wholesalers through Open Travel Alliance (OTA) compliant gateways
- Improved error handling processes resulting in lower rejects and therefore increasing bookings. Almost zero Type A errors in the Central Reservation System.
- Process improvement within the client's organization enabled the client to construct Business Process Improvement / Optimization roadmap, construct IT roadmap and restructure business functions.

### TOOLS / TECHNOLOGY

- GDS: Sabre, Amadeus, Galileo and Worldspan
- Switch: Pegasus UltraSwitch
- WebSphere MQ Series
- Java, J2EE(JMS,XML, EJB, JAVA Mail)
- Rational Application Developer 6
- WebSphere Application Server 6.0
- Rational Modeler 6.0
- Oracle 9i DB

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