

Powering Travel Distribution

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

BSI set up a customized Extended Innovation Center, comprising of technology and domain professionals that enabled the client to meet its ongoing product development and customer needs. BSI's extensive expertise in the travel domain, Microsoft technology platform, usability engineering and building scalable architecture platforms enabled the client to keep its products at the cutting-edge of technology and retain its competitive advantages.

Blue Star Infotech's significant knowledge in .NET and WCF technology, assisted the client in product development and customization. Structured methodologies and proven processes helped in reducing

the complexity, risks and costs associated.

Web 2.0 is increasingly becoming the driving power behind the creativity, motivation, and vision of the new generation web oriented communities and businesses today. With proven experience, BSI optimised the client's investment by creating the next generation travel portal using Web 2.0 principles and provided graphical, user-friendly, travel booking interfaces that would change the way online bookings were done.

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
- Enabled the client to provide higher levels of service to their end-customers
- 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	+1 408 727 3701
UK	+44 20 8538 2710
India	+91 22 2490 1870

Email: alobalqa@bsil.com

www.bsil.com