

Travel Portal Development

About the Client

The UK-based Client is one of the largest online travel solutions company dealing with hotel reservations, airport-transfers, travel insurance and air-tickets. They sell their services through their website and use their web services to sell their products through partners and affiliates.

The Business Need

The Client registered a huge popularity with their business model that was successfully offering travel related services to almost all popular tourist destinations around the world. Their existing website that was the core business platform was registering huge popularity although the technology used therein was complicated and not robust enough to provide services simultaneously to the increasing number of customers. The lack of a multi-threaded approach to aggregate products from the various suppliers lead to increasing customer dissatisfaction and had started to hurt revenues. Further the website was not multi-lingual that was a deterrent for attending to wider needs of people from diverse regions of the world. The client wanted to enhance their existing capabilities and develop a more scalable, multi-lingual solution to address the growing needs of the business.

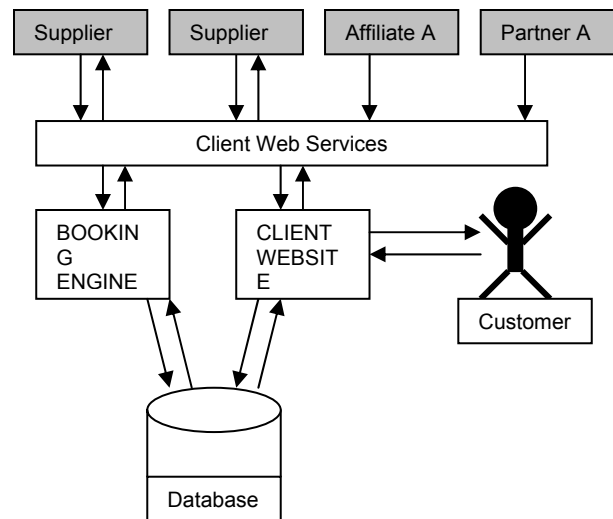
The Solution

Initially the relationship between the Client and BrickRed started with maintenance of their existing website and other related services and applications. Later the client, impressed with BrickRed's performance, asked BrickRed to cater to a comprehensive range of solutions to address scalability issues with multi-threaded approach for aggregation and to add multi-lingual support to simultaneously address a wider customer base. BrickRed suggested that since the existing website was never built keeping in mind such needs, a new website should be firmed up that has a proper architecture and documentation enabling it to arrest all issues that were impacting business growth. BrickRed also suggested that the long search time can be reduced by simultaneously calling various suppliers, enabling customers to get quicker response to search queries.

The Client thereby got BrickRed to develop a new booking engine that was structured to meet the ever-increasing needs of the end clients of the company. Having developed the dynamic website BrickRed ran it with the upgraded Multi-threaded Booking Engine (BE) so that the BE can undertake multi-threading and throw faster search results. The web services used SOAP and the architecture was essentially based on SOA.

Technologies

- .NET 1.1/2.0
- SQL Server
- Windows 2003



Benefits

- ✓ About 50% reduced development cost
- ✓ Faster turnaround time
- ✓ World-class engineering teams

Testimonial

BrickRed's capabilities in meeting stringent deadlines even while maintaining world-class quality is impressive.

-- Client's Product Manager

About BrickRed:

BrickRed Technologies is a global software development and information technology outsourcing company providing offshore outsourcing solutions to enterprises worldwide. Since its inception the company has consistently delivered tangible business value to its clients & partners through seamless integration of innovative processes and robust technology solutions.

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