

Case Study – Travel Industry: Agency/Consumer Intranet

Background

Ravenglass' client, the oldest leisure travel cooperative in the United States, requires customer-relationship management (CRM) software. Additionally, they need a secure intranet for managing travel offer content, daily pricing and itinerary feeds from cruise and land vacation vendors, and agency news and documents.

Business Goals

Provide secure access to vendor-created content. Give access to content that can be re-used on member agency web sites, for example to promote a specialized vacation offer. Provide e-Marketing capabilities allowing agents to send automated updates to clients, based on offers that match client preferences. Accommodate geographically distributed network of agencies, primarily in California, Arizona, and Washington with growth in the northeast. Create real-time booking system for agents to access up-to-the-minute pricing and book cruises online.

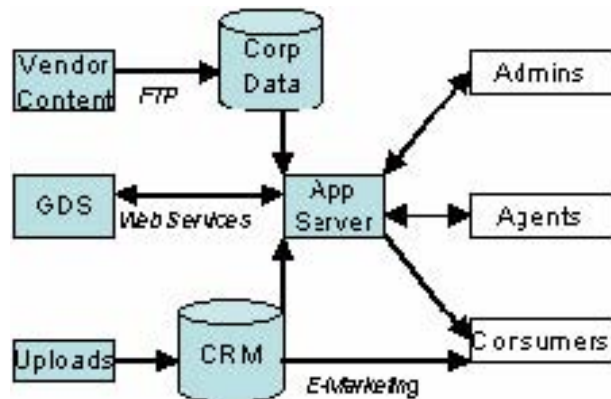
Technology Goals

Provide secure login-based access to agencies (agents, owners, administrators) and their customers. Provide ability for agencies to upload client lists from other programs to be used in e-Marketing. Establish real-time connection to cruise booking transaction vendor.

The Solution

Ravenglass Technologies provided all database and software development services, effectively acting as an outsourced IT department for this client. In addition to on-time/on-cost project and vendor management, Ravenglass provided the following:

- Design and implementation for e-Marketing center. Integration of internal database system with pre-existing agency client databases and mid-office client management systems;
- Development of fifteen different vendor interfaces for importing pricing, offer, and itinerary data into local databases for use in intranet applications;
- Development of a web services client application to connect to a Global Distribution System (GDS) for real-time cruise booking transactions with ten (10) cruise lines;



Conclusion

Ravenglass developed complex solutions involving multiple vendors for a geographically distributed, secure application environment. Ravenglass continues to manage this client's ongoing technical operations, and provides strategic planning to meet future business goals.