Case Study

Digital Customer

Online Rail Services Portal in UK

About the Client

Leading Online Rail tickets retailer in UK. This client was the first impartial rail retailer to sell train tickets online with its internet service launched in early 1999

Business Context

Client: Leading Online Rail tickets retailer in UK. This client was the first impartial rail retailer to sell train tickets online with its internet service launched in early 1999
Size: Average of 20.8 million visits/month in 2014, and the mobile apps, ranked number one in UK
Situation: Impartial rail retailer web-portal scaling up to handle 5 times the present volume of ticket reservation. Re-development of the website to access new customers through new channels (mobile and iDTV) and new Affiliates, by making integration with Affiliate systems, simpler and quicker to perform than today

Need for Agile Devops

- Creation of very high end SOA based travel technology platform for RAIL Retail fulfillment business
- Re-engineering the current web Engine for high performance
- **Highly complex Technology Landscape - S**OA Architecture,, .Net Framework, XML/SOAP protocol
- Functional and Technical simultaneous upgrade
- Content management

Hexaware approach

- Seasoned approach for working across **One time zones:**
  - 18 months with a peak team size of 70 members
- Ready framework for **Continuous Delivery**
  - Continuous Integration, Environment and testing process using :
  - nUnit, FxCop, Cruise Control
  - Test Driven Development (TDD)
  - 4 week sprint
- High collaboration through agile practices:
  - **Collaboration: Client representative co-located at ODC with the team. Story boarding using flash cards**
  - **Meetings:** Daily Stand-Up meetings. Sprint Planning, Sprint Reviews & Retrospective meetings

Outcomes Achieved

Deployment Cycle Time (UAT) **4** weeks

Code Quality Coverage **90%**

Business outcomes

- Availability of very high end SOA based travel technology platform for RAIL Retail fulfillment business
- Modular structure giving switch-on switch-off flexibility

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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