Case Study

End to End IT Outsourcing for a Leading Luxury Resort

Client Overview

The Client along with its subsidiaries, is a leading International Developer and Operator of destination resorts, casinos and luxury hotels

Business Need

Application Development Management Services
- ADM of core booking engine (CRS)
- Maintenance of PeopleSoft - HR and Finance of all resorts

Websites Development
- Development of websites (including web and mobile/tablets) using Sitecore (CMS)

Infrastructure Management Services
- Managing infrastructure services of parent company and all resorts
- Datacentre Migration and consolidation

Business Intelligence
- Enterprise DWH for all booking & customer data, MIS reporting and Operational & Analytical reporting for resorts
- Providing end-to-end support, enhancement and development services for customer's Data Integration / Data Warehouse / Business Intelligence (BI) landscape. 15+ critical applications supported as part of the same

Digital Transformation
- Development of Integration Layer, KIP Application, Booking Engine Service API and Call Centre Application.

Business Challenge
- Create & Enhance the visitor's perception of the brand with the digital version of "at the resort" experience on the website
- Deliver experience across sites in multiple languages
- Speed to market implementation

Hexaware Approach

- Centralized content and digital asset management via CMS (content management system) driven hybrid solution using Sitecore (Sitecore CMS)
- Business process optimization through simplified products and offer creation and Customization
- Build APIs and integrated it with core booking engine (CRS)
- Google analytics and Omniture integration for web analytics
- Better brand management with revamped design coupled with optimal viewing experience across devices
- Visitor segmentation and offer targeting for better conversion with personalization and analytics
- Improved reusability of components for upcoming resorts
- Support using an onsite-offshore delivery model with skilled and experienced team
- Provide Level 1 to Level 4 support to all Business properties across globe
- Maintaining (L2 & L3) entire IT infrastructure across the globe.
- 24x7 Monitoring support for Infrastructure and applications
- Data cleansing and address verifications done using Melissadata along with SSIS.
- DW landscape consists of Operational Data Store, Data marts and OLAP cubes. Captured near real time data from some of the key systems
- Some of the key subject areas covered: Guest Profiles, Revenue management, Reservation, Operations.
- Enabled Single view of Customer across all Properties / Resorts / Restaurants, Customer data analysis, Reservation analytics, Ad-hoc reporting and analytics on Revenue Management, Leisure Sales, etc.

Business Benefits

- 33 % Increase in Online Resort Bookings
- 30 % Improvement in lead-to-close ratio
- 40% reduction in new site launch cost
- 20% Increase in productivity gain for multilingual content with direct interface to translation portal
- Reduced time-to-market for properties and offers launched
- Cost benefit saving on annual IT in-house expenditure
- Streamlining of ticket assignment and tracking process
- Improving payroll execution time 400% giving users more time to validate registers and, hence improving accuracy.
- Automated alert mechanism configured for services in scope
- Single version of truth
- Low total cost of ownership of the BI ecosystem
- Reports Pack retrieval time got reduced by 95% (from 2 hours to 5 minutes)

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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