

Story
Series



The Maple Leaf Flies High

Prologue – On the Ground

Ryan Fox was in a tearing hurry. A hockey fan, ice cool as they come, yet hyper to the core, this year he was on a different calling. He was flying to Boston for the Stanley Cup Finals. The venue, The Garden as they call, was his holy land this year. A frequent traveler who had never missed an NHL game in his part of the world, this journey was an important one. For he was rooting for the underdog this time. The St Louis Blues was getting a shot at winning the title and he wanted to be there. To holler. To hoot. To celebrate. It did not matter if the club he followed back home, the Vancouver Chucks had never won a Stanley Cup. It was all about the love of the sport. The adrenaline flowed freely.



Looking Back



On ground zero, at another location, a meeting of minds was happening. Centered on technology and innovation. A future ready organization with history to boot and geographies to conquer. Working in tandem with a next-gen technology service provider, a partner of choice for 6 of the top 20 airlines in the world. They had traveled a lot together, a relationship 20 years old and growing stronger. A digitization journey that broke new frontiers which involved transformation of the core airline system to provide better customer experience. The technology team that wore the maple leaf on its heart and the team of experts from Hexaware were planning the next journey in the digital assurance space. An aggressive timeline of two years. It was hectic. It was rewarding. The reminiscences took wings. They smiled...

It was all about Customer Experience

The leading North American Airline has always been a future ready organization, leveraging the best in people, process and technology to stay ahead of the curve in the highly competitive aviation industry landscape. From its inception, 80+ years ago, the airline has navigated through a competitive market. In the era of digital disruption, it felt the need to re-invent itself and focus on customer experience as a prime enabler for competitive advantage.

To fast-track meeting its key business goals of enhanced customer experience, improved profitability in its growing international network, increased operational performance, and better integration with other airlines, the airline set out to digitally transform its Passenger Service Systems (PSS).

The digital transformation initiative was focused on replacing its IBM TPF PSS applications with products from the Amadeus Altéa Suite. The key objective was to ensure safe, secure, and reliable operations during the transition. No other airline has ever attempted to replace its reservation, inventory, and departure control systems within a 24-month timeline.



Hexaware onboarded

The Digital Assurance Partner

Replacing the Passenger Service Systems for an airline is often compared to changing the engine of a car while in motion. With PSS being the core of all airline operations covering more than 70% of the IT landscape, the digital transformation initiative to replace Legacy (TPF) with state of the art Amadeus Altéa suite of products was one of a kind, with the aggressive timelines. The key objective was to ensure safe, secure and reliable operations leveraging Data and Digital as the new fuel.

To achieve envisaged business objectives, the scope encompassed implementing approximately 182 applications and products, including 23 Amadeus products, to be integrated with 24 other applications while following an aggressive timeline. The engagement also included designing, developing, and implementing nine new applications, integrating 57 of the impacted applications with the new ecosystem, and providing rollout support and customer service desk support.



The Hexaware team approached this program with a “Think Digital” philosophy. From Day One, it was very clear that for a program of this magnitude, it was imperative that Hexaware leveraged the latest technology and processes to ensure quality assurance and business continuity.

The collaborative journey powered by Hexaware’s proprietary IP frameworks involved

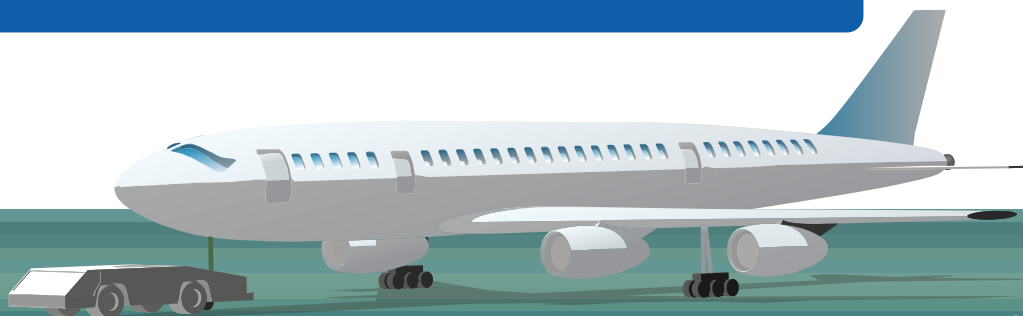
- Script-less automation for omni channel platform leveraging AI & ML technologies
- Integrated Design to Execution (Model Based Testing - MBT + TALOS) approach that automates test design and generates automation scripts
- “Jumbo” a Hexaware tool to compare structured, semi-structured and unstructured data for Data Quality Checks
- Design and development of a Bridging solution that ensured post cut-over, Altea RIT seamlessly integrates with DCS for smooth airline operations

The Smooth Landing

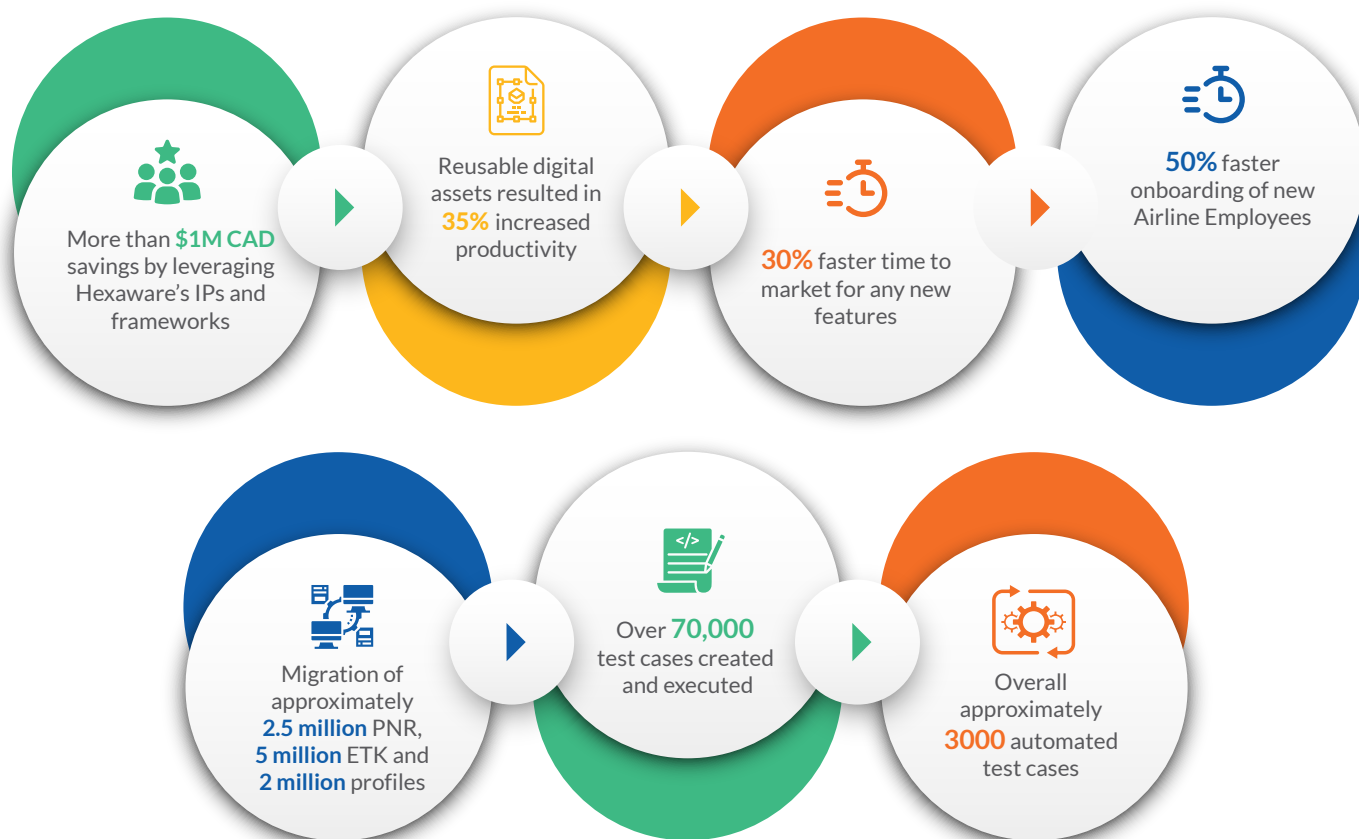
After co-creating and executing 70,000 functional and technical test cases in 18 months, rehearsals at more than 130 airports, 2,000 check-in scenarios, 4,500 airport kiosks, over 10,000 workstations and 122 flight departures, the airline was ready to move the system into production. The real challenge was ensuring that all the critical systems required to keep airline operations functional were not affected during the 12-hour transition. Implementation day saw 100 percent on-time flight departures on the new PSS.

😊 We are Home and Smiling 😊

“On November 19th, all the flights departed on time and business was as usual but with a new engine that would help the airline soar above its competition.”



The key tangible benefits include



Perspectives across the horizon

The learning accrued throughout the agile journey in terms of people, process and technology was invaluable. The sky was not the limit for the lessons learnt on the journey towards maximizing digital outcomes for customer experience and digital transformation.



People - Synergy across multi-vendor, multi-culture and multi-location

- Involvement of the QA team in early review of solutions of some applications like Bridging and ECOM helped in early defect detection as well as better preparedness of Test Planning and Execution
- A healthy onsite-offshore ratio of the teams helped to resolve issues and seek clarifications in a timely manner



Process - Core business processes and test scenarios baselined

- Co-allocation of teams (Dev, QA and Business) on multiple occasions at different locations created better synergy and helped resolve queries/issues
- The onboarding and training documentation were clearly defined along with the Business and Testing process
- The critical issues identified during the cutover were already known which led to faster execution of test cases and resolution of defects



Technology - 70% Automated Regression Suite and Reusable Digital Assets

- Effective usage of Hexaware's proprietary tools like Jumbo helped significantly in the Data Migration Activity in terms of comparing passenger booking details, frequent flyer data, and E-upgrade Credits
- The program used Jira and Qtest by and large as the Defect and Test Management tools
- Collaborative Tools like Slack made it easier to communicate with team members across the globe
- Value-adds like the Flight Bible, PNR Creation utility, QIK Utilities to capture E-tickets and BLBs, to cancel unwanted PNR as well the QIK auto-ckin utility

Epilogue – On Cloud Nine

The traffic as ever was heavy but Ryan was right on time. At the airport. At the boarding gate. It all seemed surreal, the on-boarding experience and the ease with which technology driven innovation has taken wings. Smooth. Like the puck at full flight. Seamless. Akin to the fluid way teams change players on the fly. At all touch points. Like slick passing among super athletes, synchronized, a la ballet on ice. Pleasantly surprised, Ryan settled in his seat, shot off a few emails on his ancient Blackberry Passport and reminisced. Of good times. It was a good year. He smiled...



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. 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™'. 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.

Learn more about Hexaware at <https://www.hexaware.com>

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