



Online Cruise Booking

Re-design and re-engineering revives application suite, improving features and reliability while reducing support costs.

Overview

Country or Region:

Industry: Travel (Cruise Booking)

Customer Profile

The company provides a wide array of cruise-related technology applications (including cruise booking, inventory management, and PNR management tools) designed to automate and improve the entire online cruise booking process.

It also provides sales management applications and travel solutions to both individual customers and home-based travel agents around the world.

Business Situation

The company had an existing modular application suite. However, it had several major problems:

- Outdated technology
- Lacking key features
- Poor integration between modules
- Frequent crashes and performance issues

A solution was required very quickly since the applications were already promised to many customers.

Solution

The company chose Extentia to overhaul the application suite, rewriting the software using robust, scalable technology.

Benefits

- Improved end-user experience
- Stable, scalable implementation
- Reduced maintenance costs
- Reduced development costs due to flexible offshoring model
- Development completed within aggressive deadlines

Summary

A US-based company providing cruise-related technology applications needed to overhaul their existing software offerings.

They chose Extentia to re-design and re-engineer their application suite.

The project was successful. The overhauled application suite offered increased functionality on a reliable and scalable modular platform.

Situation

As the number of customers increased it was important for the company to have a stable yet extremely scalable solution.

The main problem areas were the Agent Application (Agent App), used by agents, and the Online Booking Engine (OBE), forming part of the consumer interface.

The existing version of the Agent App was lacking key features and functions required by travel agents. The OBE was written in classic ASP and not in .NET like the Agent App. It had not been updated in years and lacked features required in a professional cruise line booking application.

Another serious issue was that the old system often crashed under real world conditions – mainly because the original testing cycle was inadequate and had resulted in an incomplete, slow, and buggy application.

Since most of the applications had already been promised to diverse customers, it was critical to get the project into shape in a very tight deadline.



Reviewing & understanding

Solution

Extentia was called in to overhaul the application suite.

The first step of the project involved **reviewing and understanding** the existing Agent App and its design. Extentia's experience in the travel domain was very useful here.

The Extentia team tested the application, identified the underlying bugs, created bug reports and started resolving the bugs one by one.

Once this was achieved, the team began adding the 'missing' features.

The next step was the implementation of a new OBE that would serve as the interface for online cruise booking. The old, outdated version of the application was scrapped and a new **robust, scalable design** was developed, packed with rich, enhanced features.

Consequently, the Agent App had fallen behind the newly designed and coded OBE.

As a result, the Agent App was rewritten to provide better integration. Thanks to the knowledge gained during the earlier correction phase, the team were able to rewrite the application quickly.

Re-usable, modularized design

The team designed and implemented a **re-usable, modularized design** for the framework.

To summarize, Extentia successfully **re-designed and re-implemented** the Agent App and OBE using a stable, scalable and modular design, including all the features required for an **advanced and effective cruise line booking solution**.



Technology

- .NET
- ASP
- XML
- HTML
- C#

Benefits

Since the customer's development department was quite small, they took advantage of the **development, testing, and graphic design skills** of Extentia.

Extentia's team members delivered the application on time, providing a **round-the-clock development cycle** and **continuous maintenance**.

Due to this offshore model, the client **lowered development costs** and benefitted from a **flexible team size** that helped to meet very aggressive deadlines.

As a result of this successful project, Extentia became a one-stop solution for all technical and software needs of the company and continued working on many additional projects.

The screenshot displays a web interface for cruise booking. On the left is a navigation menu with links: Search, Special Offers, Tour the Ships, Destinations, Special Interest Sailings, My Cruises, Registration, and Contact Us. Below the menu are two small images: a tropical beach and a cruise ship. The main content area is titled 'Customize Search' and shows filters for Destination: CARIBBEAN, Cruise Line: Carnival, and Cruise Length: 7. It also indicates 'Results sorting: Sailing Date' and 'Sailing Date: 03/30/2005'. A 'Sort by:' section lists Price, Cruise Name, Ship Name, and City. Below this, it says 'Page 1 of 50' and '502 Records Found.' with 'Previous' and 'Next' links. Two cruise options are listed:

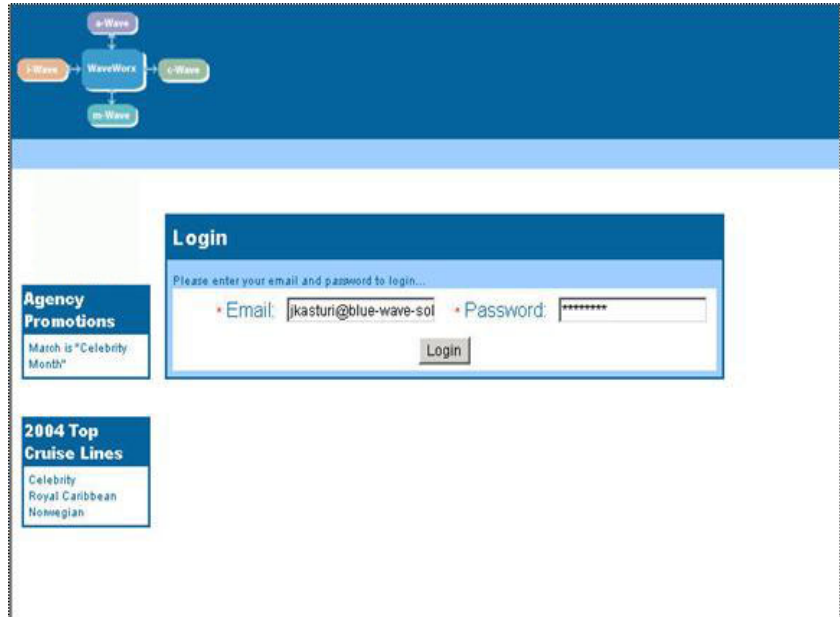
- 7 Night(s) - Carnival Destiny (passports required)**: Includes details for Cruise Line (CARNIVAL), Ship Name (CARNIVAL DESTINY (PASSPORTS REQUIRED)), Sailing Date (03/30/2005), Departs From (BARBADOS), Destination (CARIBBEAN), and Duration (7 Night(s)). A 'Select' button is shown with a price of \$1,018.00.
- 36 Night(s) - AMSTERDAM**: Includes details for Cruise Line (HOLLAND AMERICA LINE), Ship Name (AMSTERDAM), Sailing Date (03/30/2005), Departs From (RIO DE JANEIRO), and Destination (MEXICO).

Online Booking: Ship Search

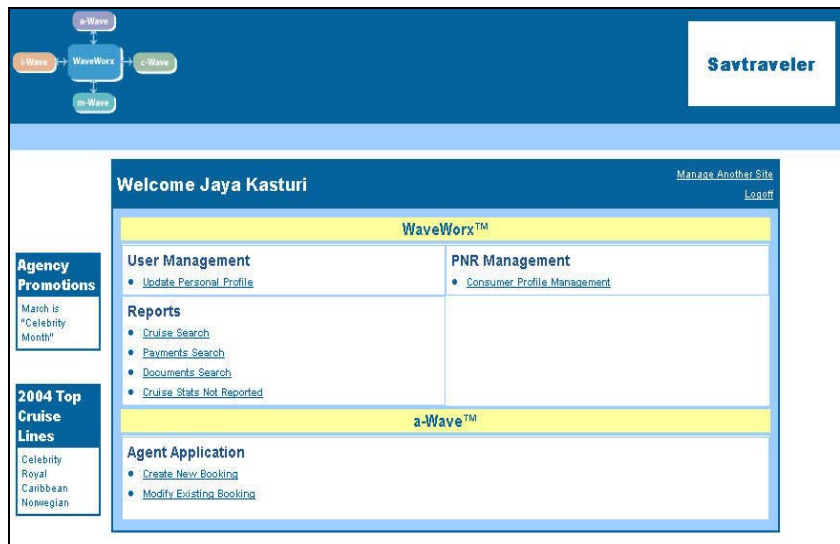


EXTENTIA

Information Technology



Agent Application - Login



Agent Application - Contents