

AGILITY

INNOVATION

EXECUTION

# MindTree's Mantra for Success in an Ever-Changing Travel Industry

AGILITY | INNOVATION | EXECUTION

Implementation of an eCommerce Solution to Drive Profitability through Increased Conversion

## Business Challenge

At the forefront of the car rental business in the US and Australia, it was a challenge for the client to hold on to its leading position. The price wars, over capacity, and intense competition were quickly shearing its lead. This led to an internet based booking system to minimize reservation costs. However, it was quickly realized the many limitations that the existing systems posed due to its disparity and limited functionality. This resulted in the client seeking a technology partner to redesign and improve its eCommerce solution.

## MindTree's Execution Excellence

The client sought MindTree to build its next generation eCommerce solution that could provide improved customer support, reduce reservation costs, and

increase conversion rates. MindTree led an accelerated development of a high level logical architecture and the selection of core tools including application server, personalization engine, content management systems, and search engine and usage analysis. MindTree also provided the business and technical requirements for the new website and drove it to completion through the entire software cycle.

MindTree continues to be responsible for the end-to-end management and support for this solution. With more than 1.5 million visits a day, the eCommerce solution contributes to about one-third of the client revenues. In turn, the client has continued to favour MindTree as the trusted technology partner.

Efficient Execution of Application Development and Strategic Enhancement Initiatives to Achieve Continued Market Leadership in the Hospitality Domain

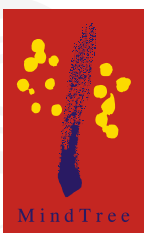
## Business Challenge

The client is a leading provider of eCommerce solutions for the hospitality industry with more than 15,000+ hotels across 140 countries. To retain their leadership in the market, the client needed to reduce the cost of ownership of the solution. It needed to enhance the solution and build functionalities to offer the maximum benefits for its customers. It was important to increase the bottom-line and hence the client found it appropriate to seek the expertise of a technology partner. The technology partner would need to implement the strategic initiatives in terms of application development and support for the technology systems. However, the project was at an advanced level with inadequate documentation about the applications that were developed and deployed systems. The scalability and knowledge transfer were crucial since the time span was very short.

## MindTree's Execution Excellence

MindTree took over the project at a crucial juncture with inadequate documentation about the applications developed and systems deployed. A road map was created for application development and system integration. This was followed by a detailed documentation and requirement building for the remaining stages of development. With a large set of applications to be developed a scalable back-end team with considerable domain knowledge was brought together. MindTree also successfully tackled the challenge of managing teams, processes, and infrastructure spread across geographies.

The success of the project can be acknowledged through a continued association of MindTree with client till date as the trusted partner for ongoing application development and support for all the technology solutions.



### ABOUT MINDTREE

MindTree Ltd. is a global IT Solutions company specializing in IT Services, Independent Testing, Infrastructure Management and Technical Support (IMTS), Knowledge Services and Product Engineering, which comprises of R&D Services, Software Product Engineering and Wireless Products. MindTree partners with its clients to create a transparent, value-based relationship. Our people build innovative solutions in a wide range of technology domains that enable our customers to succeed in their business goals.

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