

# Webjet Group

## Case Study

IT Consulting

Nearshore-Onsite-Offshore delivery model



**webjet.com.au**



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## About us

Zenith-ComC is an integral part of ComCrowd Global. We partner with reputed Travel & leisure companies to create Custom technologies and outsource their Business Processes. Our nearshore & offshore locations allow us to be cost efficient and deliver relevant solutions to Airlines, Hotels, OTAs, Tour operators, Car rentals, Food & restaurants, cruises and Leisure travel operators.

As a Travel technology solution provider, we offer a range of services that include Consulting & Product development, Custom Application development, Business Process Outsourcing, Back office support, Maintenance and Integration services. Zenith has worked with several leaders in Travel & Hospitality industry in deploying and supporting B2B and B2C Online Hotel Reservation Systems, E-business solutions, Internet booking engine and Online service adapters that interface with external operators and providers. We have been in the forefront assisting Accommodation service providers in GDS & operator integration and building enterprise travel portals. Zenith is one of the few companies having demonstrated knowledge and experience on all new standards being adopted by the industry like OTA, Travel 2.0 compliance, GDS and non-GDS integrations and other evolving technologies.



Travel Segment	IT Services	
<ul style="list-style-type: none"> <li>- Online Travel</li> <li>- Hotel</li> <li>- Car Rental</li> <li>- Tour Operators</li> <li>- Cruise</li> <li>- Consolidators</li> <li>- Leisure/Corporate</li> <li>- Travel Houses</li> </ul>	<ul style="list-style-type: none"> <li>- Travel Portal Development</li> <li>- Point of Sale (Standalone, online, integrated)</li> <li>- Online reservation system</li> <li>- Search engine optimization</li> <li>- Integration with GDS API's</li> <li>- Mid office functionality</li> <li>- Back office application</li> </ul>	<ul style="list-style-type: none"> <li>- Bespoke development</li> <li>- Migration / Reengineering</li> <li>- Web enabling of legacy app</li> <li>- Maintenance / Enhancements</li> <li>- Support services</li> <li>- Integration support</li> <li>- Offshore Development Center</li> </ul>

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# Overview

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Webjet Group is a leading Online Travel company that provides B2B and B2C services to its customers. Its online travel tools and technologies have the ability to **compare, combine and book the best domestic/international flight deals, hotel accommodations, holiday package deals, travel insurance and Car hire services.**

We have executed several projects for the Webjet Group and they include a diverse set of activities. Some key ones include

1. IT Consulting- Enterprise Travel Management System
2. Expedia Integration Service
3. Sunhotels Multi supplier API, XML Integration projects
4. Complex Responsive Widgets development for flights and Hotels

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## Scope of Work- IT Consulting

**Webjet intended to** custom build an Enterprise Travel Management System for various services that would cater to their B2B and B2C clients.

In this regard, we provided Consulting services to conducted extensive analysis by visiting Webjet's locations in Dubai, Spain and Melbourne to

- Understand Webjet's business model, conduct extensive scoping of the Travel platform, prepare Requirement Analysis and Functional documentations
- Technical architecture & Design,
- development approach and guidelines
- Project plan and approach along with the effort estimates and timelines.

### Webjet Brands



**JacTravel**

**WebBeds**  
Europe

**WebBeds**  
Asia

**WebBeds**  
AMEA

 **sunhotels.**

lots of **hotels** 



**totalstay**

**FIT RUOMS**  
Always stronger together

The Webjet group serves clients in the B2B and B2C travel segment space. Their business operations were conducted by using various platforms and systems that were owned by 3<sup>rd</sup> party companies & vendors. Webjet's objective was to design a single enterprise system that would address all their Products, services, brands, suppliers, inhouse systems and third-party integrations. Also, they intended to have full ownership and own the IP of the custom-built solution.

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Additionally, the B2C segment operated through multiple brands across Australia, New Zealand, Europe, Hongkong and Singapore. Each of the brands were operating from independent systems that were configured with their own set of Currencies, Suppliers, Payment Gateways, and Properties.

ZenithComC proposed to develop an enhanced enterprise cloud-based system that incorporated a comprehensive Booking platform, Back Office (for inventory & content management) and Middle Office for Booking Management. The system was aimed to address:

### **Functional objectives**

- **Administrative scalability:** The ability to perform key and important tasks for all Webjet services through a single distributed system.
- **Functional scalability:** Add new features and functions with ease and minimal effort.
- **Usability:** The new system would have considerable improvements towards usability and improvement in Efficiency – taking less time to accomplish specific back office tasks, ease to learn and ability to navigate features within the system.
- **Geographic scalability:** The ability to maintain Webjets's geographic growth, performance, usefulness, multilingual usability in a more distributed geographic environment.
- **Load scalability:** Ability to modify, add and remove features to accommodate changing market dynamics and competition. Additionally, the ability to scale up the system using new generation components.
- **Integration scalability:** The new system could integrate with Webjet's internal proprietary systems.



- Complexity: The process of creating / updating static / dynamic data for various entities can be streamlined
- Grouping: Information in various entry and display screens can be grouped appropriately to minimise time on data entry and viewing.
- Improvised Reporting and data analytics



### Design & Architecture objectives

1. The platform needed to be built on cloud based platform using Microsoft Windows Azure. The key was to take all advantages of Windows Azure, SQL Azure, and the associated services for storing and managing data in a range of ways
  - a. **Windows Azure Storage:**
  - b. **SQL Azure Database:**
  - c. **Data Synchronization:** Cloud-based data synchronization service built on Microsoft Sync Framework technologies.
  - d. **Caching:** Distributed, in-memory, low latency and high throughput application cache service that requires no installation or management, and dynamically increases and decreases the cache size as required.
2. MVC design pattern based on the complexity, single or multiple application controllers.
3. The solution needed to utilize Microsoft's Enterprise Library 5.0 for Azure.
  - a. **Auto-scaling Application Block:**
  - b. **Transient Fault Handling Application Block:** The Microsoft Enterprise Library Transient Fault Handling Application Block lets developers make their applications more resilient by adding robust transient fault handling logic.

- c. **Blob configuration:** The Blob configuration source to store your Enterprise Library configuration in Azure blob storage
  - d. **Database creation scripts:** Updated database creation scripts (for the Logging Application Block and Caching Application Block) to use SQL Azure™ technology platform.
4. Communication between the user interface layer and the XML Web Services layer is likely to be expensive. For this reason, the software was to be designed to minimize the amount of network traffic as much as possible. This implies several things:
- a. Each Web Service to be implemented in a stateless manner.
  - b. Web Services that could potentially return high volumes of data to be designed to maximize perceived performance by the end user

### Business benefits

- Webjet would have 100% Ownership of the source code and Intellectual Property of the system.
- No licensing or per user costs
- Cloud based Architecture:
  - reduces cost on infrastructure and maintenance.
- allows multiple brand operations. Each brand can be configured with its own currencies, suppliers, properties and payment gateways. All brands can be configured for B2B operations or B2C operation. Sales channels will include website, white label or XML clients
- Reduce operational costs by minimizing cumbersome data entry tasks and training processes
- Ability to customize the system as per changing market needs.
- Full feature event logs and audit trails.
- Ability to support complex mark-up, commissions and business logics as per the specifications provided by Webjet.
- Ability to integrate with multiple suppliers and Supply channels including XML suppliers, switches or direct contract suppliers  
Ability to integrate with multiple payment gateways
- Ability to communicate with all in-house systems for flight and package booking and payment options), including Financial Integration.
- Maintain all properties uniquely in a single Master Property Repository (MPR). Properties from multiple suppliers can be linked to individual suppliers instead of duplicating in the master.



