happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**

Happiest Minds Technologies Pvt Ltd

Innovative Solutions for Leading Online Travel Company

The client is a leading online travel company in India. It has revolutionized the Indian online travel industry as a 'One Stop Shop' for travel, accommodation, rentals and local travel booking services.

To survive in an intensely competitive travel industry, the client offers its customers very competitive prices, hassle free and attractive offers on bookings. This necessitates a deep understanding of its customer's mind-set as well as efficient and seamless operations. The client's focus on these two critical business challenges drove the need for innovative solutions in order to stay ahead of the competition.

To engage better with its customers through targeted offers and campaigns, the client needed a 360 degree view of the customer's online behavior. Without this deep understanding and superior data quality, it was difficult to run focused campaigns that captured the customer's mind and increase market share. This mandated a comprehensive analysis of its current business, technology, systems and data landscape.

On the execution side, the client was challenged by shorter and more frequent release cycles. In addition, to enhance the appeal and usability of its site, the client revamped the existing UI, by starting with migration of its Hospitality line of business to the next generation SOA. The client realized that its current GUI-based testing to cover its entire business lifecycle was not sufficient, and opted for an automated testing solution to ensure greater coverage in the business layer.
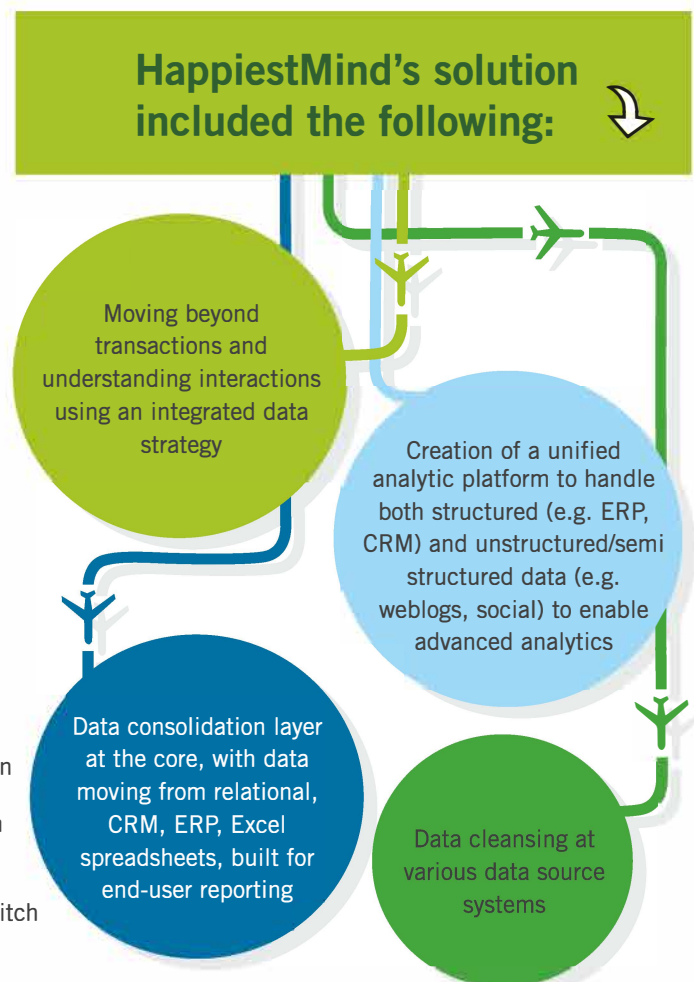
To accomplish these goals, the client approached Happiest Minds, based on the latter's expertise in disruptive technologies and experience in the travel domain to provide solutions that enables the client to meet its stated goals.

Understand your customer better to remain the leaders in Online Travel Industry

Happiest Minds began the engagement with a detailed study of the client's existing systems, as well as the business and technology landscape. Working together with the leaders of all business units and the senior management, Happiest Minds proposed a solution and given a roadmap that would provide a comprehensive, 360 degree view of the client's customers, based on their transactions, purchases and payments, social media data, other online activities. The proposed solution included setting up a unified analytics platform to handle both structured (e.g. ERP, CRM) and unstructured/semi structured data (e.g. weblogs, social media) to enable advanced analytics of customer

The solution is expected to deliver several benefits including:

- Provide deeper understanding of customer preferences and behavior, driving actionable insights into customer buying patterns, search patterns.

- Direct positive impact on customer acquisition and retention

- Create an architecture for an agile, extensible data platform that can accommodate change easily

- Easier access to information to run focused campaigns to pitch both business and cross-business offerings

HappiestMind's solution included the following:

Moving beyond transactions and understanding interactions using an integrated data strategy

Creation of a unified analytic platform to handle both structured (e.g. ERP, CRM) and unstructured/semi structured data (e.g. weblogs, social) to enable advanced analytics

Data consolidation layer at the core, with data moving from relational, CRM, ERP, Excel spreadsheets, built for end-user reporting

Data cleansing at various data source systems

Ensuring assured Quality and Time to Market with continuous adaption to newer technologies

To maximize test coverage at the business layer and improve time to market for the Hospitality line of business application, Happiest Minds implemented an automated test solution at the API level. As the functional processes automated are critical to drive the client's business, it was essential that the automated solution covered every functional aspect of the Hospitality line of business application. Key processes included Search, Availability and Reservations.

Technology used – SOAP UI v 3.0, My SQL v 5.2, Maven 3.0.3

API Test Automation Solution

Framework features

- Reusable framework to other lines of businesses
- XML comparison feature of responses
- Inclusion of trend analysis in reporting
- Encompasses multiple test strategies including Functional, Regression & Sanity

The implementation of the automated testing process will yield the following benefits to the client including -

- Shorter and faster release cycles - An estimated 90% reduction in manual testing efforts
- Enables continuity in testing of business processes even if the GUI under goes changes.
- Significant reduction of costs due to test automation

Happiest Minds' expertise in disruptive technologies and its understanding of the client's business added significant business values in terms of:

Creation of an integrated data strategy to identify customer's behavioral patterns to enable the client to make informed business decisions

Cost reduction in future development by creating a reusable API automated framework that can be extended to the client's other lines of businesses

Increase time to market for releases in the Hospitality line of business through its comprehensive automated test suite

About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at **business@happiestminds.com**

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