

Unified Integration Platform implemented for a leading hospitality company



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INTRODUCTION

A leading global hospitality company handling high quality, shared-ownership properties in exotic vacation and urban destinations was looking for a unified integration platform to enhance their sales and marketing function, improve customer experience and curtail costs.



CHALLENGES

The customer's sales and the marketing team was working in silos and using different supporting systems for their cross selling and marketing initiatives leading to increased cost outages and an inability to merge and share customer data. The customer was also facing trouble with the usage of different applications developed by different teams using different technologies causing inefficient system coordination, consistency and data management.

To overcome these challenges, the customer was looking for a partner who could

- Provide a unified supporting system for their sales and marketing team that would help them to cross sell their offerings while minimizing cost.
- Upgrade their website to make it more user-friendly and interactive.
- Standardize integration system to identify existing legacy services and business logic to provide a solution to the internal applications and third-party partners
- Deliver a solution that can keep pace with the growing business needs without compromising on performance
- Develop a system to reduce IT burden and cost

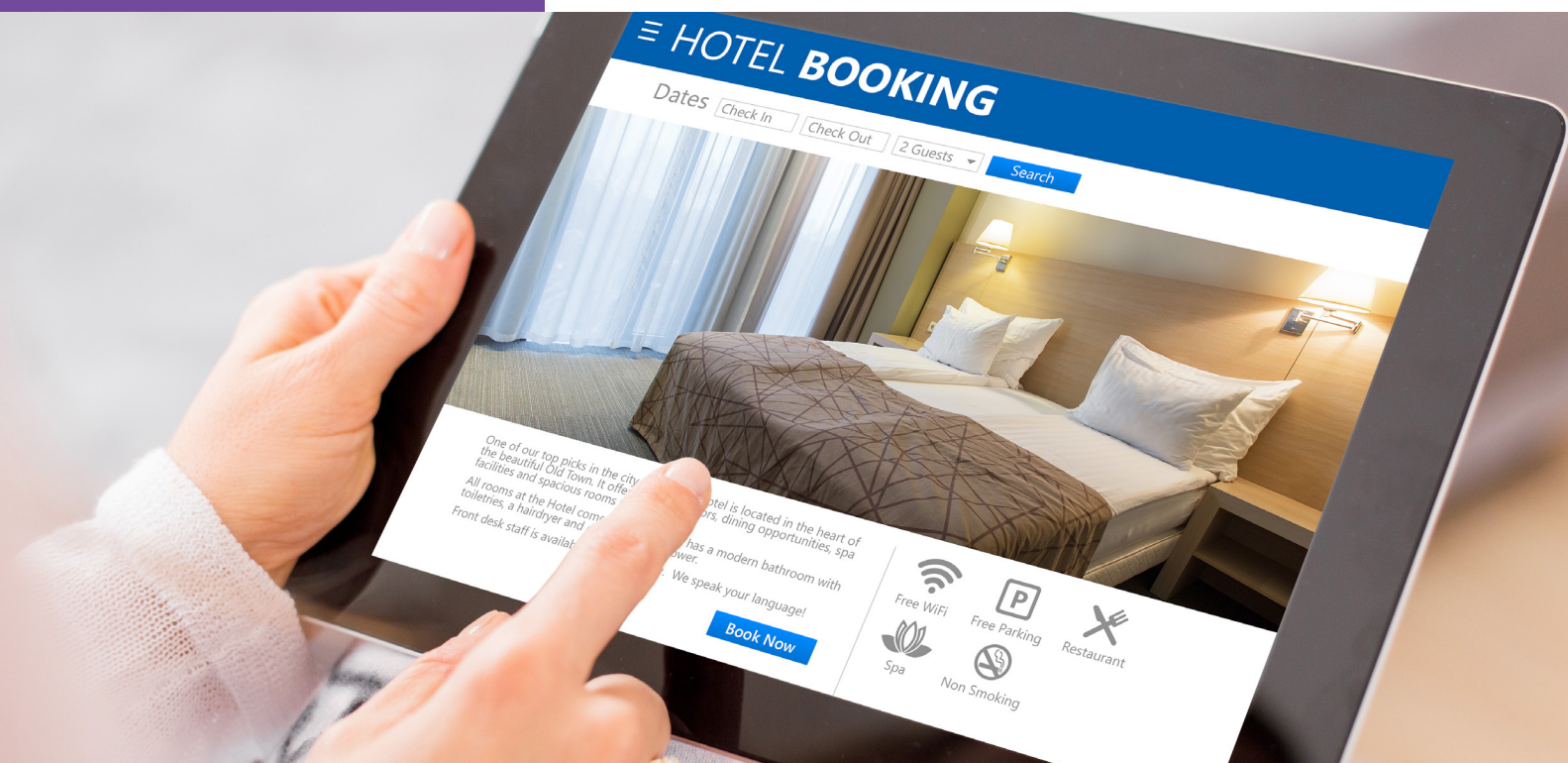


SOLUTION

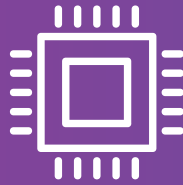
After careful analysis of the customer's challenges, Aspire's experts provided a middleware solution introducing a common integration layer to integrate different systems within the organization. The integration layer was built with WSO2 Enterprise Service Bus (repackaged as a WSO2 Enterprise Integrator), WSO2 Identity Server, WSO2 Governance Registry and ActiveMQ. The WSO2 ESB capabilities like data enrichment, transformation and routing are used to integrate different systems. The different organization data sources were exposed as services (SOAP and REST) using the WSO2 Data Services Server (repackaged as a WSO2 Enterprise Integrator) for easy consumption across different applications throughout the organization. The integration layer allowed to scale legacy applications by replacing point-to-point integrations with middleware mediation layer.

KEY SOLUTION HIGHLIGHTS

- WSO2 ESB deployed as manager/worker clustering deployment pattern to achieve high availability
- Clear separation of data access between internal and external applications using WSO2 ESB as a gateway
- WSO2 Governance Registry allows common resources sharing to access data securely from a centralized point
- WSO2 ESB works with the Identity Server to validate all the incoming request to avoid unauthorized access of the services
- Club web site user login authentication using WSO2 Identity Server customer user stores
- WSO2 ESB schedule tasks to sync data between different legacy applications
- Standard framework to integrate with partner Resorts and Hotels
- Sound error handling and reporting
- Auditing and monitoring to track all income request by writing all the incoming data to the database using WSO2 ESB mediators



TECHNOLOGY SNAPSHOT



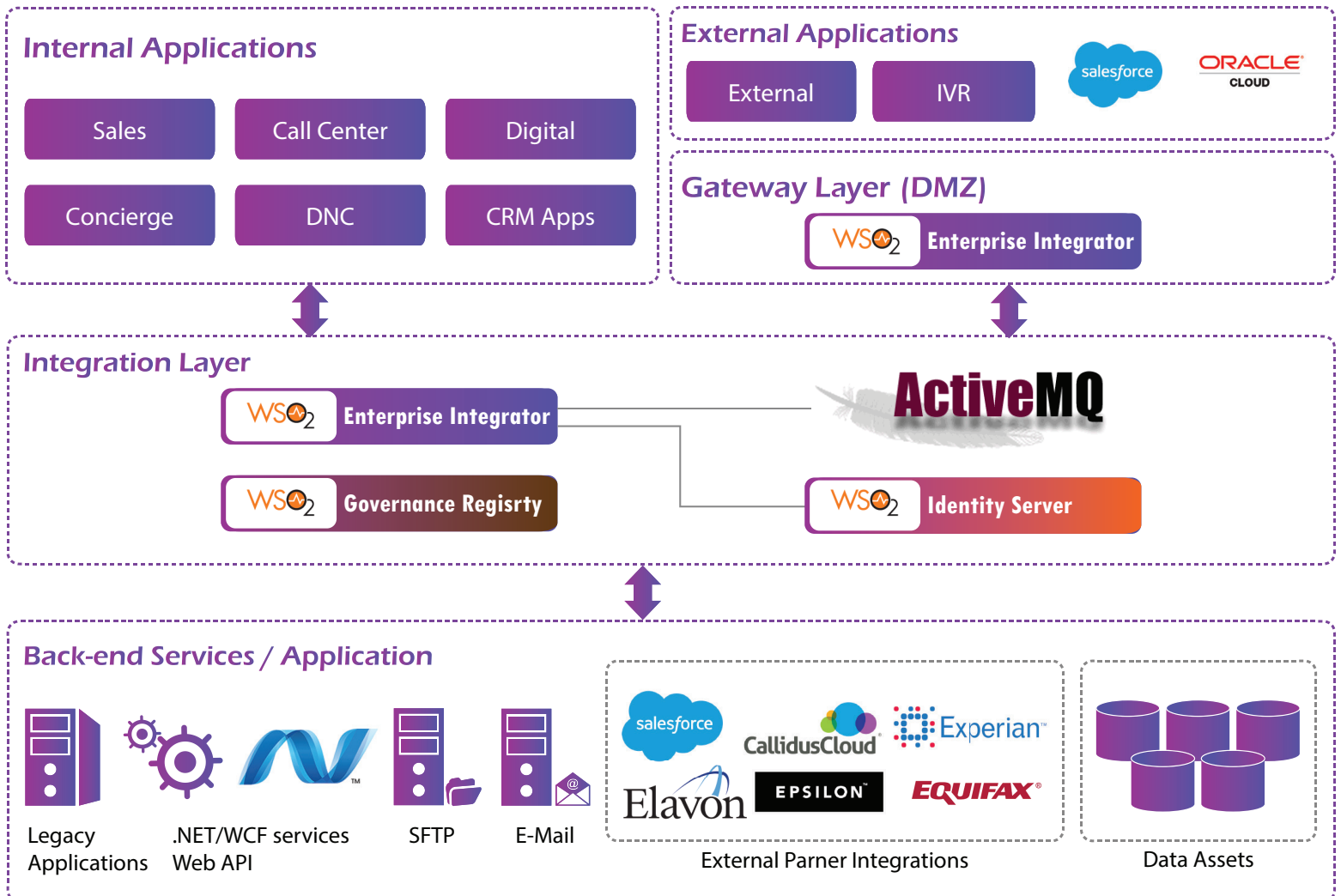
Tools:

WSO2 Enterprise Integrator 6.2.0,
WSO2 Identity Server 5.5.0,
Apache ActiveMQ,
Microsoft SQL Server and F5 load balancer

Platform:

Windows Server 2012 R2

SOLUTION ARCHITECTURAL DIAGRAM



BUSINESS BENEFITS

- Unified integration platform to collate data from multiple applications
- Maximized sales due to real-time inventory availability
- Improved visibility of business operations
- Enhanced discernibility of sales transactions among internal teams
- Improved self-service options like reservations, amenities and check-outs for guest convenience
- Increased savings in time, cost and resources
- Immediate availability of real-time customer data to the sales and marketing team



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