Bonotel Exclusive Travel

Bonotel relies on Triometric to help manage fast paced growth in online travel

AT A GLANCE

CLIENT

Bonotel Exclusive Travel is a leading US business-to-business travel product supplier offering luxury hotels, resorts and National Park accommodation throughout the United States, Caribbean, Canada and Mexico.

FUNCTION

Bonotel's hotel inventory is delivered by a multi service XML web platform that offers real-time 'look and book' capabilities. Customers connect via Bonotel's XML API and certified partners can integrate Bonotel's travel content to their own websites and dynamically interact with Bonotel's platform to execute availability search and pricing checks, and place bookings.

BUSINESS CHALLENGE

As a fast growing brand in the sector, Bonotel needed to enrich the operational performance of its XML web services to maximise availability, connectivity and response times.

SOLUTION

Trio Enterprise (on-premise)

OPERATIONAL INSIGHT

As a fast growing brand in the sector, Bonotel needed to enrich the operational performance of its XML web services to maximise availability, connectivity and response times for its rapidly expanding customer base.

In a business where any failure or delay in online services – no matter how miniscule - represents a potential lost revenue opportunity, maintaining a highly optimised XML service at all times is a commercial priority. In 2011, Bonotel implemented Triometric's Enterprose platform to monitor its inbound and outbound XML traffic and gain real-time alerts on performance problems.

Gideon Marken, IT Director at Bonotel Exclusive Travel, explains how Trio has enhanced diagnostic detection and issue resolution capabilities across the Bonotel platform, "Running an XML service is a bit like operating a huge warehouse in the dark. With Trio, I can turn on the lights to pinpoint any IT, network or customer related problem. As a result we've visibly reduced our event detection-to-resolution timeframes from hours to just minutes."

The Trio platform has also reduced the day-to-day monitoring burden for operational and business managers. Automated performance dashboards now deliver dynamic reporting on customer connectivity and XML activities, enabling managers to monitor individual customer traffic in real-time and respond instantly to exceptions or activity fluctuations.

"When we initially implemented Trio we quickly detected several IT and network related problems we didn't even know existed," continues Marken. "Having eliminated those issues we're now engaged in more sophisticated analysis that enables us to evolve and optimise operations for the benefit of customers."

MANAGING FAST-PACED GROWTH

With transaction volumes and XML traffic scaling at around 120 per cent year-on-year, understanding how Bonotel's platform meets current demand is just part of the challenge. Scaling the platform to deliver enhanced capacity and functionality without impacting service levels requires an informed evolution of the entire infrastructure.

"Data from Trio has helped us identify the real cost of deploying updates to the system and validates the best way to evolve our deployment

Bellagio - Las Vegas, NV

methodology, including our underpinning processes and procedures. This enables us to diminish the risk of downtime when up-scaling the platform," confirms Marken.

By undertaking detailed analysis of how customers integrate with the XML interface, Bonotel has also been able to optimise how it brings new customers online and proactively compensate for customer-unique processes."

Thanks to Trio we've been able to increase the flexibility and responsiveness of our platform to cope with a widening range of customer systems and data standards," continues Marken. "These insights make it possible for us to manage fast-paced growth without compromising delivery."

OPERATIONAL METRICS

Using the Triometric platform, Marken and his team are able to gain detailed understanding of the global request experience of clients and provide detailed intelligence that delivers valuable commercial insights to suppliers and customers.

"Recently I was able to benchmark the performance of a Brazilian customer's ISP against the traffic and response times from other network providers in the region," explains Marken. "Armed with this information, they were able to institute checks with their provider and optimise connection to our platform. The result was increased bookings for their business and for ours."

Using the Triometric dashboard, Marken and his team can review daily trends and spikes in real-time web traffic volumes and monitor unexpected changes in requests-to-booking ratios or time outs.

"Now we're able to proactively fix customer issues, identifying on their behalf if they've imported data incorrectly for example and contacting them with the fix so they can resolve the problem fast. As a result we've gained a reputation for truly collaborative partnership working," says Marken.

BUSINESS INTELLIGENCE

When the Trio platform went live, Bonotel realised it now had access to significant business intelligence that previously was unavailable. Armed with this data, sales and business development teams are able to review and refine service and product offerings and engage in more meaningful commercial discussions with customers.

"With Triometric we are able to give customers powerful search and booking insights that have strengthened our relationship and delivered value-add support to their business."

Faisal Sublaban, Executive Vice President at Bonotel Exclusive Travel

"We have a much more accurate picture of customer activity and behaviours, all of which supports improved inventory planning and revenue management," confirms Faisal Sublaban, Executive Vice President at Bonotel Exclusive Travel. "Armed with this granular level of detail on what individual customers are searching and booking, we're better positioned to work with clients to improve conversion rates."

ROI

Bonotel measures its return on investment with Triometric on a number of operational and commercial levels:
- Managed fast-paced business growth with zero impact to quality of service
- Accelerated new client implementation
- Enhanced service delivery and customer responsiveness thanks to significantly reduced time-to-fix problem resolution
- Value-added intelligence to customers that improves conversion rates
- Using business intelligence to identify strategic growth opportunities
- Improved customer satisfaction

TESTIMONIAL

"So many aspects of our business have been enhanced thanks to Trio. We're using the business intelligence it generates to strengthen our relationship with customers, identifying new growth opportunities and supporting their businesses to develop." - Gideon Marken

"From an operational standpoint we can now pinpoint issues and resolve them, often before customers are even aware there is a problem, so we're confident we can evolve our infrastructure and service offering without impacting quality of service." - Gideon Marken

"I can't speak highly enough about the support I've received from Triometric. They've been extremely responsive to all our queries and modifications as we've scaled the business, especially when it came to the challenge of improving the pre-processing of customer XML data." - Gideon Marken
"With Triometric we are able to respond faster and provide industry leading customer service and technology support." - Faisal Sublaban