



Omni-Channel Commerce

Solution On SAP Hybris Commerce

SAP Hybris 

rezopia
FROM
SONATA SOFTWARE

Product Engineering
Enterprise IT Services
Technology Infrastructure

SONATA

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DEPTH MAKES A DIFFERENCE

Omni-Channel Solutions to Boost Travel Industry

The growth of the internet and its accessibility through mobile devices has revolutionized the shopping experience across industries. Customers are increasingly focused on convenience and expect it across all channels of interaction. Thus, the Omni-Channel approach, providing a seamless customer experience across all available shopping channels is fast becoming the norm today, creating both opportunities and presenting challenges to retailers.

We believe that providing an Omni-Channel experience should be a priority for the travel industry, as travelers today leverage multiple channels to reach their objective. Recent research from travel giant Thomas Cook shows that 93% of travelers either search for content online or express a preference for booking online. In addition, since travelers are more likely to use multiple screens both to plan and book their travel and while on the move as well, travel companies must ensure a consistent and superior customer experience backed by seamless and sophisticated cross-device communication. Sonata can help you deliver just that.

Sonata's portfolio of solution accelerators incorporates some of the best practices gleaned from our experience with leaders in the business to significantly reduce the time-to-market and risks associated with your technology initiatives.

Key Features

SAP Hybris Commerce Travel Accelerator

- Omni Channel Experience
- Best in class CMS and PCM Capabilities
- Flexible and Open Architecture to integrate with back-end and 3rd party services
- Leverage from Out of Box integrations with SAP Suite – Marketing, ERP, CRM/C4C
- Highly Flexible Segmentation and Promotions Framework

Sonata Rezopia Solution

- Service Based Architecture to act as Core Travel Engine
- Integrated with Multiple suppliers for every product – Flights, Hotels, Cruise, Rail, Ancillaries and Packages
- Supports multiple channels , products , stakeholders
- Easily Extendable to incorporate new business processes

Combined Solution

- Rich Experience for Customers
- High business Self service capability
- Future ready with advanced personalization and Analytics
- Ability to scale – new products , suppliers
- End to end Travel processes in a single platform

Digital Reinvention

Sonata helped a large European tour operator transform its legacy E-Commerce and brick-and-mortar retail platforms into a consolidated Omni-Channel platform for browse, search, book and service capabilities for all channels.

BENEFITS: A mobile-enabled website, personalized search and packaging, as well as enhanced yield management applications integration helped the business achieve strong growth and profitability.



Customer Speak

“Overall performance is excellent. Flexibility to adapt to challenging situations has been very good. Recent events have resulted in changing project priorities at very short notice and the Sonata team has adapted to these requests very well.”

Leading European Travel Company

Solutions for the Emerging Industry



Tour Operator



OTA



Airlines



Rail



Hotel



Cruise



Corporate Travel

Sonata Travel Edge

- Build direct perpetual relationships with customers
- Real time recommendation and dynamic bundling
- Support customers across all Digital & Physical Channels
- Enable passenger insights across all touch points and across entire passenger journey
- Ensure time-to-market for new service-based revenue models
- Increase ancillary revenue through Personalized recommendations
- Maximize Yield with highly configurable discounts and rules engine
- Drives customer retentions with targeted promotions and differential pricing
- Results in high customer satisfaction index with a customizable notification engines
- Helps expansion to new geographies with inbuilt localization and internationalization capabilities
- Enhances revenue performance by supporting up sale and cross sale
- Highly scalable inbuilt integration framework to connect multiple third-party applications for real-time data processing and seamless business operations



ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leaders who want to make an impact on their businesses, with IT.



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