



# Innovature

*Innovate the future*



## **Advanced Hotel Reservation System**

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# Advanced Hotel Reservation System

Innovature Consulting Services implements 'Advanced Hotel Reservation System' for a business group with leading presence in hospitality and transportation.

## Project Overview



A Hotel Reservation System was required to provide the most modern reservation services, for hotels and resorts. The client, a leading business group with 5 publicly listed companies, has interests in hospitality and allied services, transportation, real estate and lifestyle services.

The main purpose of the Hotel Reservation System is to provide bookings based on membership, and to offer a set of attractive benefits, deals and

services. The guest can create an account, choose from available membership plans, and avail membership rights. Each membership contains a specified number of reserved nights, which can be used by the guest. There are mainly two categories of plans; the Corporate Plan which is a short-term, with one-time payment, and the Normal Plan with part-payment option.

## Business/ Technical Challenges

**Inadequate Features :** The existing reservation system was having only a limited set of features, and this had to be expanded to enhance the customer experience.

**Limited Documentation :** In the system, the reservation was made through an external reservation service. There was limited documentation available for the reservation APIs and its usage.

**Searchability & User Experience :** A location based ranking system had to be defined and implemented to easily find popular hotels, based on the location. An advanced level of search functionality had to be implemented for hotel search based on area, free text input, location map etc.



Remya R Krishnan  
Consulting Services - QA



*The biggest challenge we faced in this project was inadequate documentation, for integrating external reservation service. We had to visualise the system output, and thereafter plan the design and workflow of this project. The team took huge efforts and identified implementation methods from the available information. The expanded documentation requirement was completely new to the development plan. We addressed this challenge in the initial stages, and effectively delivered service integration.*

## Technologies/Platforms Used

Application Type	Web Application
Development Language	Java/J2EE
Database	MySQL
Platform	Spring/Angular
Deployment Platform	AWS

## Implementation Approach

A centralized reservation system from the existing service was expanded and used for hotel reservations and status checks. The system was developed using Micro-Service architecture to achieve maximum efficiency and maintainability, as well as offering the option to change or upgrade each service individually rather than upgrading the entire system. GMO payment gateway, a leading payment processing service, was integrated into the system for membership fee payment. This provided accurate and speedy processing of bookings, customer refunds, remittances etc. Performance tests were conducted to check the latency and capability.

## Business Benefits & Key Features

**Acquiring New Users :** The upgraded system attracted new users with fresh membership plans, as well as increasing usage of advanced search features, betterment in search rankings, improvement in listings & recommendations. Overall this led to a 50% increase in new user acquisitions.

**Scalable System :** The system is scalable and multiple users can access the system simultaneously without any delay. Post release, the business is planning to widen the range of membership plans, to attract additional customer segments.

**Business Growth :** The associated hotels expanded their customer base, while increasing business upto 35% on an average, in the first quarter. Bigger expansion plans especially to overseas markets are under consideration..

## About Innovature



Innovature provides IT consulting to various industry segments like retail, utilities, media & entertainment, energy etc and leverages AI, RPA and block chain technologies to deliver business growth. ISO certification reinforces its pole position globally in the field of information security, as largescale data is processed for effective decision making. Innovature has for more than a decade expertly steered its clients worldwide towards innovative products and services for their digital transformation. It has a track record of successful execution of more than 600 projects for nearly 100 organizations across the world.

For more information, please contact our consultant

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