



SUCCESS STORY HIGH TECH

TRAVEL INDUSTRY LEADER REFRESHES ITS DIGITAL PRESENCE

Apexon builds cross-platform mobile solution that drives 10x sales increase

This software and technology company helps power online services for many leading travel and hospitality providers around the world.

The increasing mobility of consumers had created a major challenge for the company.

More than 40% of travelers were using mobile apps to find restaurants and hotels while travelling.

Also, more than 65% of all online hotel reservations were being made on the same day as check-ins.



FOUNDED IN 1960 IN THE US



PARTNERED WITH LEADING AIRLINES, HOTELIERS, AGENCIES AND OTHER TRAVEL PARTNERS TO RETAIL, DISTRIBUTE AND FULFILL TRAVEL NEEDS



Apexon worked with this company beginning in 2014 for over two years. The company engaged Apexon to upgrade its mobile capabilities and services.

It wanted to develop a cross-platform solution to facilitate cross-selling and upselling of services across mobile channels.

One that could better help its customers increase ancillary sales, improve revenue per available room (RevPAR), and personalize guest and customer experiences.

THE RESULTS

KEY OUTCOMES



71% REDUCTION IN DEVELOPMENT COSTS

Due to streamlined approach



68% REDUCTION IN IMPLEMENTATION COSTS

Due to cross-platform capability



10X SALES REVENUE INCREASE

As a result of cross-sell/upsell capabilities



INCREASED REVPAR

Through push notifications and smart advertising

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

Accelerating the delivery of new digital initiatives with confidence



BE DIGITAL

Creating the infrastructure and foundation to scale digital initiatives



EVOLVE DIGITAL

Leveraging data and analytics to continuously improve digital delivery processes

LAUNCH & EXPERIMENT



AUTOMATE & ACCELERATE



BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner

Apexon implemented a new cross-platform (ISxP) framework that cut implementation costs by 68%.

Build digital infrastructure and foundation for enterprises to scale

The framework developed by Apexon enabled complete customization, configurability and offline caching mechanism (using data sync).

Leverage data engineering to make strategic decisions and get digital right every time

Real-time reporting and statistics enabled more intelligent data-driven decisions.

THE CHALLENGE

SLOW AND ERROR-PRONE MOBILE DEVELOPMENT EFFORTS

The company's current mobile development efforts were slow and error-prone.

Mobile applications previously released had a variety of performance issues due to poor architecture and non-responsive design.

As a result, their customers were not able to capitalize on the huge shift to mobile – risking revenues as well as customer loyalty.

THE SOLUTION

EXPERIENCE MANAGEMENT

Apexon delivered a cross-platform mobile solution focused on experience management.

Some of the core deliverables included:



CROSS PLATFORM DEVELOPMENT

A framework for cross platform development and a CMS-driven architecture with multi-language support which enabled complete customization, configurability and offline caching mechanism (using data sync)



PERSONALIZED EXPERIENCE

Extensible approach for ancillary promotion, cross selling and notifications for a personalized experience



REPORTING & STATISTICS

Real-time reporting and statistics



SINGLE-PAGE ARCHITECTURE

A single-page architecture for high performance and memory management



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators – putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



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