



SUCCESS STORY

ECTAS SOFTWARE

Client

Ectas Software Pte Ltd, Singapore, is a rapidly expanding developer of mission-critical business and customer relationship applications for mid-market tour operators in South Asia, one of the highest growth travel markets in the world.

Industry

High Technology – Hospitality and travel industry business management and CRM applications

Situation

The vast majority of tour operators in South Asia are still in an early stage of IT development and their legacy systems (if there is one at all) are not connected in any way to external partners or customers. In most cases there is a static website maintained by a third party, but ecommerce activities are limited to answering inquiries via e-mail.

Less than 3% manage to bring their product range or inventory online. Information in company is kept in a variety of formats and scattered across the entire company. And at the same time the average tour operator has to publish a catalogue on an annual or biannual basis, maintain a website, provide data for advertising, and provide documentation and information for individual bookings.

Engagement

Jointly with Ectas, Outland over the course of about forty interviews with travel industry professionals on three continents, drafted a design and development plan to build a fully integrated CRM and information portal. Outland quickly assembled a team of UI designers, web application, content and database engineers with experience implementing customer-facing ecommerce system.

Results

Outland delivered a relational content system and information portal which can be accessed via customers, vendors and the company, where users can retrieve a variety of data in a wide range of formats. Highlights of the system include:

- An intuitive UI and information portal framework for customer acquisition & retention
- Customer content management including support for complex product data with full relational capabilities and cross-media publishing capabilities
- Integrated search & retrieval system for retrieving of unstructured and complex data within the enterprise and external partners, including an advertising content management system.
- Integrated e-commerce system with completely confidential pricing and tariff generation for customers as well as management of bookings

"Milestones that had been agreed upon were met and the scope of the agreement was fulfilled in every possible way. We are confident that our cooperation with Outland will lead to a successful rollout of this system in the Southeast Asian market. We would not hesitate to recommend Outland as a partner for offshore development, whether in this or other parts of the world."

Thomas Reiter
Managing Director, Ectas Software