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POWERFUL ANALYTICS MADE EASY™

CASE STUDY

TravelTainment Reporting Now Three Times Faster Using Pentaho

Pentaho helps to make sense out of Big Data and enhances reporting services for customers

travel|tainment
the amadeus leisure group

Customer

TravelTainment provides software solutions for the travel industry. Its solutions are integrated with major international travel portals across Europe such as opodo.de, tui.de, expedia.co.uk and thomascook.fr, as well as thousands of travel agencies in more than 30 countries. TravelTainment has been part of Amadeus since 2006 and today more than 400 employees world-wide work for the Amadeus Leisure Group.

Key Challenges

Travel sites have to be extremely user-friendly and fast, not only due to the highly competitive nature of the industry but also due to the urgent nature of travel bookings. Most people booking travel want or need to complete the transaction in one simple visit. Customers are unaware of the terabytes of data the application has to process; they just want fast, efficient service.

With the booming online travel market, TravelTainment's many different business clients (tour operators, travel portals, etc) also expect more insight into their data and reporting to help them plan promotions and other services.

QUICK FACTS

- Industry: Travel, Software
- Headquarters: Würselen, Germany
- Products: Pentaho Business Analytics (Reporting and Analysis capabilities), Hadoop
- Website: traveltainment-group.com

TravelTainment had acquired a set of legacy systems that had grown around its different products. However, they had limited insight and reporting capabilities; the data was not consolidated into a single warehouse; nor was there a reporting tool in place. As a result, TravelTainment's IT department spent significant time and effort to consolidate data from different products for reporting. In light of this, the company decided to move all of its data into a single warehouse and standardize on one reporting system, built around the needs of its customers, rather than its products.

The criteria for the reporting system included:

- Professional support for in-depth analysis
- Self-service analysis and reporting for business customers
- Capability to analyze data from Hadoop and Hive
- Open source and cost-effective solution

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> Pentaho Business Analytics fits perfectly into our open source Big Data environment. The outstanding self-service analytics and reporting capabilities help TravelTainment build out expertise and offer better reporting services to our customers.

– IBRAHIM HUSSEINI
Director of Data Warehouse, TravelTainment

Solution

TravelTainment selected Pentaho Business Analytics as its reporting and analytics tool for Pentaho's ability to meet the above requirements. The main components of Pentaho Business Analytics that TravelTainment uses are:

- Reporting – the web-based self-service interface enables TravelTainment to quickly run reports or provide its clients with reports on demand.
- Analysis – thanks to the intuitive, interactive web user interface, non-technical users from senior management can quickly explore and visualize data.

TravelTainment runs Pentaho Business Analytics in an open source-friendly, big-data environment:

- Rabbit MQ for a robust message bus as the first transient data target
- Apache HBase/MapReduce for low latency and detailed data
- Infobright SQL as self-service interface
- Pentaho Business Analytics for self-service data discovery, analysis and reporting.

Results

- **Major improvement in customer satisfaction**
  Thanks to flexible and faster reporting capabilities, TravelTainment runs most of its reports on a daily or hourly basis, even for its largest data sets. It can also produce ad-hoc reports if necessary – all without needing any IT support. This saves a significant amount of time and money in IT resources and improves customer satisfaction. And since it's easy to design reports, TravelTainment is adding new reports all the time in response to customer needs.
- **Three times faster reporting**
  TravelTainment has been able to improve turnaround time even for the most complex reports by 2–3 times, allowing quicker response to demand for insights. A small team of analysts now can produce reports that previously required the IT team to be involved.
- **Developers can now focus on improving the platform**
  Thanks to the self-service aspect of Pentaho Business Analytics, TravelTainment's developer team can now fully concentrate on improving the platform that lives at the heart of the business. Empowering the business users to analyze and report their own data resulted in more efficient use of personnel resources companywide.
- **Making sense out of Big Data**
  Pentaho Business Analytics enables TravelTainment to enrich and visualize its very large data volumes for reporting and analysis in such a way that non-technical users can also easily understand them.
- **Ability to grow with one analytics vendor**
  TravelTainment has been using Pentaho for more than a year and is very happy with the results. It now plans to evaluate using Pentaho Data Integration (PDI) to easily access data in and out of Hadoop.

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