



Online Travel Company Integrates Operations and Increases Employee Productivity



“Our travel business required tight integration of our partners and customer care centers. Yet, we required flexibility in operations. That’s why we opted for the Microsoft Dynamics ERP solution. With the ease of customization, and simplicity of usage, employee productivity has increased by 15% in post-sales and fulfillment.”

Rajesh Magow
CFO, MakeMyTrip.com

Highlights

MakeMyTrip.com (MMT) was launched in the year 2000 to address the booming ‘USA – India’ air travel market. Since then, the company has been growing at a fast pace and has emerged as the largest online travel company in India, having a robust offline presence.

MMT launched its domestic Indian operations in 2005, which became an instant hit. The company controlled almost 50% share of the online travel business in India and was expected to achieve gross bookings of U.S. \$500 million during the fiscal year 2009 - 2010.

MMT needed to integrate the diverse aspects of its rapidly growing business operations. The company wanted an integrated software solution that would streamline their business processes, integrate with diverse systems, and scale to meet its expansion needs.

The company teamed up with All e Technologies (Alletec), which built a highly customized travel industry-specific solution on Microsoft® Dynamics™ NAV.

The solution with a browser-based interface for the agents tightly integrates the mid-office and back-office operations and pulls data from www.makemytrip.com in real time.



Business Situation

The MMT management very quickly realized that an efficient business application was going to be the lifeline for an online travel company experiencing rapid growth:

- Although an extremely tech-savvy and technology-driven business from the time of its inception, coping with the huge surge in business volumes, was a challenge
- The requirement for tight integration between front, mid, and back office functions was a core necessity
- Given the huge transaction volumes, transaction tracking and reconciliation were becoming an ever-increasing challenge

Alletec Business Solution

Alletec quickly understood the key business pains and conceptualized a solution that met the needs of both the mid-office and back-office. Besides, the solution integrated seamlessly with the front-end application.

- Microsoft ® Dynamics™ NAV and DotNet were chosen as the product and the platform for solution realization.
- The ease and speed of customization provided by NAV enabled Alletec to build a travel industry solution on NAV. The solution provided all the functionalities a travel company would desire due to the easy easy integrations offered to GDS, low-cost airlines, banks, payment gateways, and other 3rd party systems.
- The system is available through both – NAV Clients and over a Web interface.
- The system is today being used from multiple locations with close to 1000 users accessing the solution centrally.

Benefits

- The solution provides complete integration of front, mid and back office.
- Integration with systems of diverse external entities – GDS, airlines, banks, payment gateways, etc.
- The integrated solution enables MMT a tight financial control.
- Greatly reduced losses caused earlier due to inefficient reconciliation, duplication of work, and possible delays.
- A better view of customer and supplier aging, supplier payments control, and sales agent performance management.
- Accurate visibility of the organization's health.

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“Implementation of the new solution has helped us become a more efficient and capable organization.”

Rajesh Magow

CFO, MakeMyTrip.com



Results

- Reduced Reporting Cycle Time by 15%
- Enhanced Productivity by 15%
- Increased Transaction Level Monitoring
- Helped MMT to drive into B2B space

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