



## Case Study



**Icreon**

# A Web Based Automobile Booking Engine

Our client required an Online Automobile Booking feature to be implemented in all their existing websites. Initially their websites had a third party booking engine, which required license renewals at set time intervals. In order to save on the recurring license fee, our client decided to implement a native booking engine. Icreon Communications analyzed their requirements and gave a .net based, web enabled, custom-made booking engine.

## Customer Profile

Our client is a U.K. based automobile rental company.

## Business Requirements

Our client was looking for an added feature that would enable them to reduce the recurring license cost of their online booking engine. They required a system that would provide their clients with an online platform to enable real time bookings.

The booking engine was required to assist the three main users of the website:

- **General Public:** Any prospective traveler visiting the website can avail the services and book automobiles in any of the listed countries.
- **Travel Agents:** There was a requisite for a separate login for the agents to login and provide the online auto booking services to their end clients.
- **Introducers:** The customers requiring Global Auto Rental's booking engine in their own websites to generate revenue for Global Auto Rentals Ltd and thereby earn certain set amount of commission. It was so desired that the look and feel of the booking engine should match with the existing websites of our clients.

## Online Booking Engine

Icreon developed the Web Booking Engine which serves as a plug in module for different multiple websites.

### **SOLUTION MODULES**

The following modules cater to individual booking requirements of customers.

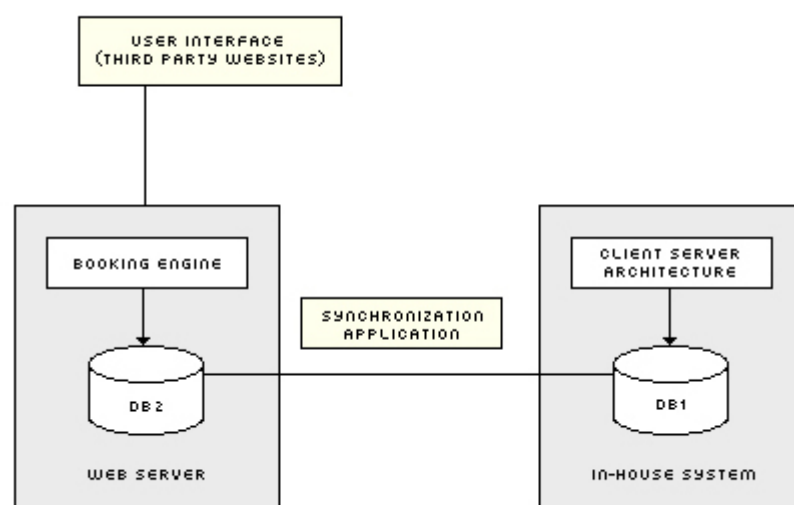
## Public / Introducer Module

Through this module the website viewer gets an opportunity to directly access the facilities of online automobile booking. Users are allowed to:

- Select the pick up and drop points.
- Choose from a list of available cars, which gets updated periodically.
- Request a rejection through a special safety facility in case the specified driver is under or over age.
- Calculate the total cost of traveling using a Currency Converter feature, implemented within the application.
- Customize Booking Engine pages for the introducer's websites.

## Agent Module

- Enables the travel agents to access the booking engine.
- Incorporates HTTPS pages to enhance the security of the Agent's Personal Settings.
- Customizes Booking pages for Agents in order to greet them by their names when they login.
- Booking Statistics Report - enables agents to view all bookings done by them in a tabular format.
- Date and Time sub-module for agents to maintain their booking records.



Web Architecture

A robust Content Management System was developed to update information on the booking engine. Database Synchronization handles the process of content management, which enables the process of uploading and downloading of information from the desktop application to the web based application and vice-versa. Barclays EPDQ payment gateway was implemented to enhance the experience of online booking.

**Technologies used in developing this application are:**



## Summary

The development of the solution has been a crucial factor in improving operational efficiency, increasing asset utilization and reducing costs. With the development of this tool Icreon Communications provided our client with a personalized online booking system. The deployment of this tool has helped our client in reducing their investment costs considerably and the incorporation of the data synchronization process has lead to a highly scaleable and robust content management on the website.