




# DIRECT ROUTE TO FASTER TIME TO MARKET





Despite weighing over 500 tonnes, modern aircraft are surprisingly agile. So why should airline systems be any different? Especially in today's digital age where consumers expect information and innovation on demand, and airlines themselves need to react quickly to changing customer needs...

## PROBLEM

Our client, a popular airline in America, was struggling with its customer experience because its legacy back-office system simply wasn't flexible enough to support quick changes. Because it cost a lot of time, money and effort to introduce a new experience or service, the airline was losing revenue because of the lack of commercial flexibility. Additionally, some of their competitors were already offering value-added services such as car rental, hotel booking and in-flight sales.

## SOLUTION

Our solution was to deploy an API/microservices layer, which enabled our client to make changes more quickly. To introduce a new service, changes only needed to be made to the microservices layer instead of working directly with back-office systems.

We created a microservices factory, using Agile/Scrum methodologies, in order to quickly implement changes in line with the client's business requirements. We used a hybrid delivery model with team members in America and India, communicating closely with the client business team, with the process further accelerated by automated testing. The Agile team was able to quickly implement new functionality, including improvements in reservations, seat booking, baggage tracking, passenger lists and boarding passes.

**30% FASTER  
TIME TO  
MARKET FOR  
CUSTOMER-  
FACING  
APPLICATIONS**

**20% REDUCTION  
IN OVERALL  
OPERATIONAL  
COST**

**30% REDUCTION  
IN COSTS FROM  
THIRD-PARTY  
APPLICATIONS**

**KIOSK, WEB CHECK-IN  
AND AN ENHANCED  
MOBILE APP IMPROVED  
CUSTOMER EXPERIENCE**

Time to market for customer-facing applications reduced by 30 percent, while operational costs shrank by 20 percent. Customer experience improved further thanks to the introduction of kiosk and web check-in, and the company was spending 30 percent less than previously on costs from third-party applications.

More importantly, when the airline had a good commercial idea, it was able to get it off the ground quickly.

**WE DID THIS FOR THEM.  
WE CAN DO IT FOR YOU.**

**Find out more about  
how we can help  
you improve your  
business agility.  
Reach out to us at  
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