

## VALUE TO AWS SELLERS

- Couchbase clusters can (and do) expand into thousands of node instances
- Capella uses 32+ AWS Services upon startup
- Capella AI Services works with Bedrock, and Capella acts as a consolidated datastore for operational, agentic, and analytic data being consumed
- Accelerated deal velocity for Capella land and expand
- Major migration and modernization opportunities for AWS to partner with Couchbase
- Private offers are the preferred transaction route for Couchbase sellers
- Private offers are compensation positive for Couchbase sellers

## AWS FIELD ALIGNMENT PROGRAMS

- ISV Accelerate +
- SaaS Revenue Recognition
- AWS Marketplace Seller
- Workload Migration Program
- Data & Analytics Competency
- Linux2 Service Ready
- Local Zones, Wavelength, Graviton, Outposts Service Ready

# Couchbase & AWS: Driving Real-Time, Personalized Travel Experiences

## Couchbase and AWS

Couchbase helps our travel and hospitality customers address the growing data challenges of AI development and deployment, and streamline how they build secure, agentic AI applications at scale. With seamless AWS integration, our high-performance data platform empowers generative AI-powered applications, driving increased cloud consumption, accelerating customer innovation, and delivering exceptional value to our shared customers within the AWS ecosystem. By unifying data and AI models within a single environment, we simplify workflows, enabling enterprises to maximize value and push the boundaries of generative AI.

## What is Couchbase?

Couchbase is a versatile NoSQL database that delivers fast, scalable, and flexible data solutions tailored for modern applications. It provides seamless scalability, real-time data management, and mobile synchronization. Couchbase's memory-first architecture allows for low-latency, high-throughput operations, making it ideal for handling dynamic interactions and personalized experiences in travel and hospitality. Its flexible JSON model allows developers to implement updates and adjustments without disrupting applications, while its integration across cloud, edge, and mobile environments ensures consistent and reliable app experiences for travelers.

## Why Couchbase and AWS for Travel and Hospitality Companies?

Together, Couchbase and AWS offer a comprehensive solution that empowers travel and hospitality companies to build modern applications with global reach, scalability, and real-time data access. AWS's infrastructure delivers secure, compliant, and globally distributed services, while Couchbase's memory-first, low-latency architecture delivers fast data access, critical for mobile apps and personalized traveler interactions. Couchbase's integration with AWS enables businesses to scale efficiently, especially during peak travel times, and helps reduce operational costs through AWS's pay-as-you-go model.

## Industry Challenges

- **High Expectations for Seamless User Experiences** – Travelers depend on apps that are responsive for bookings, check-ins, and itinerary management, with zero tolerance for delays or downtime. App failures during these critical moments, such as flight check-in or last-minute bookings, can lead to missed connections, customer frustration, and lost revenue. Couchbase ensures fast, responsive apps, while AWS's Elastic Load Balancing and multi-region support enable high availability during peak usage.
- **Scalability During Peak Travel Seasons** – During holiday seasons, promotions, or disruptions, travel and hospitality companies experience significant traffic surges. Without the ability to scale, these spikes can cause system crashes, leading to customer service delays and increased operational costs. Couchbase's auto-scaling capabilities, coupled with AWS Auto Scaling and Elastic Compute Cloud (EC2), allow companies to handle spikes in traffic seamlessly and maintain optimal performance, no matter the demand.



## COUCHBASE ON AWS MARKETPLACE

### Couchbase Capella

A fully-managed, AI-ready  
Database-as-a-Service on AWS

### Couchbase Server

Self-managed database  
deployable on AWS

### Couchbase Mobile

A mobile database platform  
that includes a cloud  
database, an embedded  
database, and automatic  
data sync

## CONNECT WITH OUR TEAM!

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- **Managing Globally Distributed Data** – Travel and hospitality companies must manage data across regions and time zones while complying with regulations like GDPR. When data access is delayed, travelers experience disruptions in booking updates and flight notifications, which can negatively impact customer satisfaction. Couchbase's distributed architecture and AWS's global infrastructure provides low-latency access, maintains high availability, and delivers critical information consistently, regardless of location.
- **Need for Personalization** – Today's travelers expect personalized offers, upgrades, and recommendations. Without real-time data processing, companies struggle to deliver relevant experiences, leading to missed revenue opportunities and diminished customer loyalty. Couchbase supports dynamic personalization, enhanced by AWS machine learning services, allowing travel and hospitality apps to tailor experiences to individual customer preferences.

## Key Benefits of Couchbase and AWS for the Travel and Hospitality Industry

- **Real-Time Profiles and Personalization** – Couchbase enables companies to manage comprehensive traveler profiles within their apps, supporting personalized recommendations, offers, and upgrades based on past travel history and individual preferences, powered by AWS's AI and machine learning services.
- **Booking and Session Management** – Track traveler sessions and booking activity in real-time across platforms, ensuring seamless experiences, whether travelers book from a mobile app or website, with AWS's EC2 and Elastic Block Store (EBS) providing persistent storage for data consistency.
- **Operational Data Management** – With Couchbase travel and hospitality apps can handle essential traveler profile data, including booking records, check-in status, and in-flight services, while AWS's global infrastructure provides reliable data synchronization, ensuring timely updates across all touchpoints.
- **Offline Access and Sync** – Couchbase's mobile offline-first capabilities allow travelers to access itineraries, boarding passes, and essential information within their travel app even in low-connectivity areas, with automatic sync once connectivity is restored, supported by AWS Outposts for edge deployment.
- **Scalability and 24/7 Availability** – Couchbase supports high volumes of concurrent user profiles without latency, while AWS's Auto Scaling and multi-region deployments ensure global travel companies have the uptime and reliability required to handle millions of app users worldwide.

## Couchbase Travel and Hospitality Customers



Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase's mission is to simplify how developers and architects develop, deploy and run modern applications wherever they are. We have reimagined the database with our fast, flexible and affordable cloud database platform Capella, allowing organizations to quickly build applications that deliver premium experiences to their customers – all with best-in-class price performance. More than 30% of the Fortune 100 trust Couchbase to power their modern applications.

For more information, [visit www.couchbase.com](http://www.couchbase.com) and follow us on X (formerly Twitter) @couchbase.

