

Driving Engagement and Transformation in Travel and Hospitality



Behind every trip there are complex interactions between travelers, providers, inventory consolidators, and more. Digital transformation enables travel and hospitality providers to innovate, keeping customers happy and business profitable.

Companies face increasing demands to offer travelers fast, personalized, and context- and location-aware planning experiences while simultaneously managing growing volumes of users and data. These pressures create a new set of requirements for the system of record database, including relational and legacy technologies. By overcoming them, businesses can build engaging, responsive, and scalable web, mobile, and IoT applications. Artificial Intelligence is transforming customer service, utilizing chatbots to offer round-the-clock assistance and personalized recommendations, streamlining the booking process and elevating customer engagement.

Top Challenges for Travel and Hospitality Leaders

- Creating rich, personalized, omnichannel traveler experiences with immediate responsiveness and accurate data regardless of geography, time, or device
- Innovating travel and hospitality services to keep pace with ever-evolving competitive demands
- Overcoming the infrastructure demands of constantly increasing look-to-book ratios while maintaining profitability
- Scaling infrastructure up, down, or linearly easily and without disruption to support highly seasonal peak workloads for heavy travel seasons

COUCHBASE PROVIDES A DATA PLATFORM THAT POWERS THE FULLY ENGAGING EXPERIENCES EXPECTED BY TODAY'S TRAVELERS.

“RIGHT NOW, WE PRODUCE MORE INFORMATION ON A SINGLE MEDALLION CLASS CRUISE THAN WOULD HAVE BEEN CREATED IN THE WHOLE HISTORY OF THE CRUISE LINE. ALL THAT INTELLIGENCE HAS TO BE PROCESSED ON THE EDGE SO IT CAN BE INVESTED BACK INTO THE GUEST EXPERIENCE IN REAL TIME.”

— JOHN PADGETT
PRESIDENT,
CARNIVAL CORPORATION

- Overcoming complex high availability and disaster recovery challenges to keep services available 24/7 around the globe
- Managing costs of legacy reservation technologies and infrastructure, especially at scale
- Providing mobile integration and contactless services to provide a seamless and efficient experience
- Utilizing artificial intelligence and chatbots for improved customer service

Couchbase provides a data platform that powers the fully engaging experiences expected by today's travelers. Including a NoSQL document database, a native mobile database, a synchronization gateway, and Big Data/SQL integrations, Couchbase delivers travel and hospitality companies a true system of engagement AI-ready database that allows for innovative, high performance, highly reliable web, IoT, and mobile applications.

The Couchbase Solution

- Provides a single data platform that can deliver engaging omnichannel travel and hospitality experiences at every touchpoint and every connected device
- The platform is uniquely positioned to support emerging AI technologies – reducing complexity and providing a clean data architecture
- Delivers cost-effective, reliable, elastic scalability to seamlessly meet growing look-to-book customer demands and accommodate surges in demand
- Simplifies inventory and pricing management through schemaless design
- Supports 24/7 uptime for travelers – improved availability and data locality through bidirectional replication
- Enables travel package and destination recommendations with high-performance scalability and faster read latency for huge user bases
- Keeps customer data safe with built-in enterprise-level security throughout the entire platform





Customer Success Stories

AMADEUS Amadeus is a leading provider of travel software and solutions for the travel industry, with airlines alone using the technology to board over 1.8 billion passengers a year. As the biggest processor of worldwide travel bookings, Amadeus manages a huge daily workload with no room for service outages. To keep up with its rapid growth and highly demanding end users, Amadeus “boxes” its applications so they can be deployed on any private or public cloud. Amadeus uses Couchbase clusters and cross datacenter replication (XDCR) in all its data centers to ensure high availability, resiliency, and a single source of truth for bookings.

UNITED AIRLINES United relies on a crew of 41,000+ pilots, flight attendants, and flight schedulers to operate over 1.5 million flights a year on a tight schedule. Because their crew scheduling application was cumbersome to use and difficult to change, United decided to modernize their technology using Couchbase Server and Couchbase Mobile. After they successfully streamlined work processes and simplified data management, United continued using Couchbase to update more of their business-critical applications, including their online and mobile booking apps.

MARRIOTT To maintain its competitive edge in the digital economy, Marriott wanted to create personalized customer experiences, improve online reliability, and release new apps faster. After a technical and architectural evaluation, Marriott chose Couchbase to replace its legacy Oracle infrastructure. By making the switch to Couchbase, Marriott achieved a scalable, flexible cloud-based model that enables the company to reduce application development costs, improve speed, and modernize its infrastructure.

CARNIVAL Carnival Corporation is the world’s largest travel leisure company, with a fleet of over 100 cruise vessels across 10 brands. To deliver personalized experiences for every passenger, Carnival’s OceanMedallion system combines wearable IoT medallions, a mobile app, and IoT sensors throughout each vessel. By seamlessly handling massive volumes of real-time data from the system, Couchbase helps Carnival provide highly personalized services that build brand loyalty and generate additional upsell revenue.

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**](https://www.couchbase.com) and follow us on X (formerly Twitter) @couchbase.

