



Driving Engagement and Transformation in Travel and Hospitality

With Couchbase

- ✔ Deliver innovative experiences at every traveler touchpoint
- ✔ Seamlessly scale to meet ever-increasing look-to-book demands and high-volume peaks
- ✔ Recommend personalized travel packages and destination offerings for huge user bases with high performance and low latency
- ✔ Simplify inventory, availability, and pricing management through schemaless design

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.

The travel and hospitality industry is undergoing massive change due to new disruptive players, an unending succession of mergers and acquisitions, and rising customer expectations and competitive pressures.

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.

Top Challenges for Travel and Hospitality Leaders

- Creating rich 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
- 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

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 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
- 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

“Due to the complex nature and amount of data we need to access, we need to have availability and each millisecond counts. We needed to have a predictable and fast technology with consistent response time. Furthermore, we needed to be able to scale quickly and easily. These were the reasons we chose Couchbase.”

— Stephane Roche,
Amadeus

“Over the last 30 years, Ryanair has experienced exponential growth. Since we launched our new mobile app supported by Couchbase, we have increased app performance and decreased flight booking times from 5 minutes to 2 minutes. Couchbase Mobile has helped us achieve our user experience goals.”

— Vladimir Atanasov,
Ryanair



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Business Use Cases



Inventory, availability, and pricing search



Reservation and passenger management (PNR)



Mobile wallet



Logistics and incident management



Travel package and destination recommendations



Loyalty program management



Travel experience reviews and ratings



Employee/resource scheduling



Disconnected in-transit experiences

Customer Success Stories

AMADEUS AMADEUS Amadeus, the leading Global Distribution System and largest processor of travel bookings in the world, uses Couchbase for seven applications, including [Amadeus Selling Platform Connect](#), a website for professional travel agents such as Thomson and Expedia, and its global booking engine, [Availability Processing Engine](#). Over 800 million passengers travel annually with flights arranged by Amadeus using applications powered by Couchbase that process petabytes of data in upwards of 2.5 million operations per second.



UNITED AIRLINES United Airlines is one of the largest airlines in the world, with over 1.5 million flights in 2015 alone. United has embarked on a process to upgrade and modernize their flight operations technology for 41,000+ pilots, flight attendants, and flight schedulers. With Couchbase, United Airlines is able to maintain accurate and up-to-date information from multiple mainframe application data silos, build a foundational technology platform that services all information channels, and quickly build and deploy FAA-approved mobile applications.



MARRIOTT When Marriott decided it was time to replace its legacy infrastructure to better compete in the Digital Economy, IT leadership faced core technology decisions. The company evaluated several NoSQL solutions before deciding to switch to Couchbase, away from Oracle. 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.



RYANAIR Ryanair is the largest European airline by scheduled passengers carried and the busiest international airline by passenger numbers. Due to its traditional REST mobile architecture, the company suffered intermittent network connectivity coupled with scaling challenges that led to booking times of at least 5 minutes. With Couchbase Mobile, Ryanair has reduced booking time to under 2 minutes, and significantly increased customer satisfaction for its 3+ million mobile users.

About Couchbase

Couchbase delivers the database for the Digital Economy. Developers around the world choose Couchbase for its advantages in data model flexibility, elastic scalability, performance, and 24x365 availability to build enterprise web, mobile, and IoT applications. The Couchbase platform includes Couchbase, Couchbase Lite - the first mobile NoSQL database, and Couchbase Sync Gateway. Couchbase is designed for global deployments, with configurable cross data center replication to increase data locality and availability. All Couchbase products are open source projects. Couchbase customers include industry leaders like AOL, AT&T, Cisco, Comcast, Concur, Disney, Dixons, eBay, General Electric, Marriott, Nordstrom, Neiman Marcus, PayPal, Ryanair, Rakuten / Viber, Tesco, Verizon, Wells Fargo, as well as hundreds of other household names. Couchbase investors include Accel Partners, Adams Street Partners, Ignition Partners, Mayfield Fund, North Bridge Venture Partners, Sorenson Capital and WestSummit Capital.