

# Redwood Business Solutions

Making complex processes easy to manage.

## At A Glance

### Industry

- Travel and Leisure

### Environment

- Online travel booking applications
- Linux

### Key Challenges

- Improving time to delivery of business information to expedite decision making
- Managing workload within time constraints
- Improving visibility of core applications

### The Solution

- Cronacle centralized process automation
- High speed throughput of business intelligence data workload
- Cross application process integration

### Key Benefits

- Faster turnaround of business data
- Improved decision making using more up-to-date data
- Simplified management aligned with corporate standards
- Improved customer problem trouble shooting times



## Orbitz Worldwide empowers its decision makers with high speed process automation

Innovative and trailblazing web-based travel solutions provider Orbitz Worldwide has to respond quickly to changes if it is to stay ahead in a highly competitive market. To get the data needed for accurate decision making into their business intelligence applications as fast as possible, Orbitz Worldwide uses Cronacle from Redwood.



Orbitz Worldwide is a leading online travel company offering leisure and business travelers a wide selection of low airfares, as well as deals on lodging, car rentals, cruises, vacation packages and all aspects of travel. The Orbitz Worldwide web site was created to address the growing consumer need for an unbiased, comprehensive display of fares and rates at a single location. Originally formed by five major US airlines seeking to develop a travel website that would better serve travelers, Orbitz Worldwide Worldwide now has about 1,600 employees globally. Orbitz Worldwide has an inventory of more than 400 airlines, more than 80,000 lodging properties worldwide and 13 rental car brands.

With thousands of customers using Orbitz Worldwide' web site daily, large amounts of information about travel plans, popular destinations, car rental preferences, payment details and so on are generated.

At the same time equally high volumes of data are received from travel industry sources such as airlines and hotel chains. This information is used to tailor vacation and travel solutions to closely match an individual's query. Capturing and committing this data to business intelligence applications enables Orbitz Worldwide to make business decisions based on reliable information. Such decisions, however, can only be as up to

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**Ken Guettler**  
**Manager of Enterprise Systems**  
**Management, Orbitz Worldwide**



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date as the data on which they are based. With a 24 hour web-based operation, a key challenge is getting accurate and reliable business information to decision makers quickly and reliably.

## Improving Business Information Access

Orbitz Worldwide knew that by centralizing management of the applications used to manipulate data, the turnaround time for providing business information could be reduced. They recognized the key role that automation had to play and decided that the first requirement was to implement a reliable and flexible process automation and job scheduling solution. Ken Guettler, Manager of Enterprise Systems Management at Orbitz Worldwide, explains “We knew that by tightening up how we fed data into the business intelligence applications, we would be able to improve the timeliness of the data made available to our marketing users for analysis”.

The automation solution had to be able to integrate easily with Operations Data Store (ODS) and Data Operations Deployment (DOD) environments and other applications in the Orbitz Worldwide environment. Guettler continues, “Previously we had no coherent view of what was happening across our core applications. They were effectively running in isolation and dependencies of output from one as input for the other had to be integrated more tightly if we were to speed up information delivery”

## Choosing the Solution

Following a broad evaluation, a short list of two potential solutions was drawn up. Based on six key criteria - ease of administration, job definition, user interface, notification and alerting, security and reporting – Cronacle was selected. Michael Hoover, ESM Engineer at Orbitz Worldwide: “We found that integration with our business intelligence applications was easiest to configure with Cronacle and

we preferred the user interface. It was also very easy to set up automatic email alert notification and the flexibility provided for sending SNMP traps to our master event console meant that, operationally, Cronacle was a better fit”.

Orbitz Worldwide also had to assess whether Cronacle could satisfy the needs of the business, such as enabling delivery of information to the right people at the right time and pushing the workload through within the time available – performance was important. Finally they had to be comfortable doing business with Redwood, taking into account costs, support and the overall relationship.

## Improved Management and Silo Busting

By centrally orchestrating the processes that update the business intelligence information across the environment, Cronacle has been used to break down the barriers between applications. “We now have a single point of control and visibility into what each application is doing. Support is improved and management of business critical tasks is much easier. The applications are no longer silos” continues Hoover, “The ease with which we can monitor and control improves efficiency measurably. An example of this is in using the export function to migrate new workload from development to QA to production. We have saved many hours of ops time; we can now perform in minutes tasks that used to take hours”.

Cronacle is helping to optimize access to business information being used to make important decisions. “We use Cronacle to pump ‘post booking data’ into the business and market intelligence applications at high speed” says Guettler, “This is data picked up after a booking has been made, used by our marketing people to establish trends or identify areas that we might be missing. For example, if we get a run of people requesting accommodation in a certain city, is there a convention that we

don’t know about? Only by getting rapid access to up-to-date information can these things be identified”. Orbitz Worldwide is running thousands of jobs a day to perform these data loads, with the knowledge that projected increases can be easily accommodated.

## Unexpected Benefits

Implementing Cronacle has meant that a single administrator can align management and monitoring of the business intelligence applications with Orbitz Worldwide corporate standards. In addition, the ability to quickly identify and escalate customer problems and to help isolate database and networking issues has added to the benefits.

Ken Guettler concludes, “Cronacle was selected largely on the basis of a couple of technical issues that we had to fix: getting more visibility of and integration between our applications and driving information to the business more quickly. In the end, the benefits go far beyond this and Cronacle enables us to break down barriers between applications and look at our environment from a business perspective, ensuring that we can deliver the right information to users so that they can make decisions that improve service to our customers”.

