



Hospitality & Leisure: Testing Services

The hospitality and leisure industry comprises of mostly chains or groups, located across the globe. With the increased use of the internet and the latest technologies, the whole industry is facing a dynamic business environment requiring streamlined IT and flexibility in operations, customer relationship management and back office processing.

AppLabs' testing and QA services ensure that the worlds leading hospitality and leisure companies provide exceptional IT led services to ensure customer loyalty, innovation to keep pace with changing economic conditions and the ability to transact and interact with their customer's uninterrupted.



The World Travel and Tourism Council (WTTC) estimates that the contribution of Travel & Tourism to GDP will rise from 9.9% (US \$5,890bn) in 2008 to 10.5% (US \$10,855bn) by 2018. Households all over the world will use the internet to buy leisure trips, on which they will spend billions of dollars, making travel-related services the single largest category in online commerce.

With products and services continually evolving and with increasing availability to consumers, the competition is becoming tougher for all service providers impacting on slow sales and tighter margins. Hence, all key players are forming new strategies to become highly visible brands.

Below is a selection of key market changes that will affect the industry:

- ▶ Adoption of web-services (SOA), Web 2.0 and mobile technology
- ▶ Advent of new business process models to manage complex interrelationships and to maintain optimum balance between suppliers, marketing teams, operators and consumers
- ▶ Companies move from traditional business models to new business models replacing POS (agents) with Call Centers

With so much change expected and the reliance on customer loyalty and customer share, it is imperative that organizations focus on the quality, security and reliability of the solutions they are providing.

Key Areas of Expertise

AppLabs has extensive experience within the hospitality and leisure industry and has developed tailored testing services and solutions that can be delivered both onshore and offshore, as a total outsourced solution – as preferred by our clients – or as individual managed services to deliver specific value to the clients' program of work. The core services for the industry are detailed below:

- Functional Testing
- Performance Testing
- Test Automation
- Security Testing
- Test Process Consulting
- Test Process Implementation

Domain Expertise

AppLabs has gained and developed its experience in testing in the following functional areas:

- Travel Management Systems
- Operators Management Systems
- Airline Management System
- E-Commerce Management (including e-ticketing, secure credit card)
- Inventory Management (including ownership, distribution and sales)
- Back Office Accounting
- Hotel and Resorts Management System
- Theme Parks
- Reservation Management & Global Distribution Systems
- Call Center Operations
- Property Management System
- Training Management System

Technology Expertise

AppLabs has significant experience in testing in the following technical areas:

- Client/Server Applications
- Web Technologies like HTML/ CSS/JavaScript, ASP, .NET, PHP, etc
- Databases (Oracle, SQL Server, MySQL, MS Access, etc)
- ERP - CRM: SAP, Siebel, etc
- Mobile/PDA Technologies
- Rich Media, Web 2.0

Benefits

Some examples of the benefits that AppLabs' has helped its Hospitality and Leisure clients achieve are given below:

- ▶ AppLabs' best practices in identifying test scenarios enhanced the test coverage of the Operation Qualification System to 100% - improving overall quality
- ▶ The identification of critical defects found ensured the client postponed the product release, to make necessary development and implementation changes, resulting in client satisfaction improving from 50% to 100%
- ▶ Overall Test Coverage has been increased to 60% through automation, ensuring a significant reduction in executing test cycles