

VAN MARCKE SCOTT
International



Modern E-Business Strategy

Case Study

Taking Tech to Travel



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I. About the Company:



TravelOn is an ambitious online travel agency that specialises in excursions, working closely with leading local companies to bring the best rates and most valuable deals to its customers.



II. The Challenge:

TravelOn approached us at its inception as a start-up, looking for a strategic partner to help build out its e-business, including a consumer facing web presence and scalable booking system based on complex, real-time logistical data.



III. What We Did:

We began by listening to the needs of the company and conducting market and consumer research to build a clear understanding of the market and strategic opportunity.

We developed the customer journey, created the corporate branding, and designed the entire web presence and online platform for the business.

We built, manage, and maintain the company data centres in AWS and manage the development of all back-end services – required APIs, Servers, Databases, and the entire Content Management System (CMS) to enable the business to operate and scale.

Over the years, we have been a key partner providing all strategic web development for multiple new services and product launches to an expanding range of destinations. We also built and delivered central booking solutions for all services, including Stripe payment solutions which are seamlessly integrated into the CMS



III. What We Did:

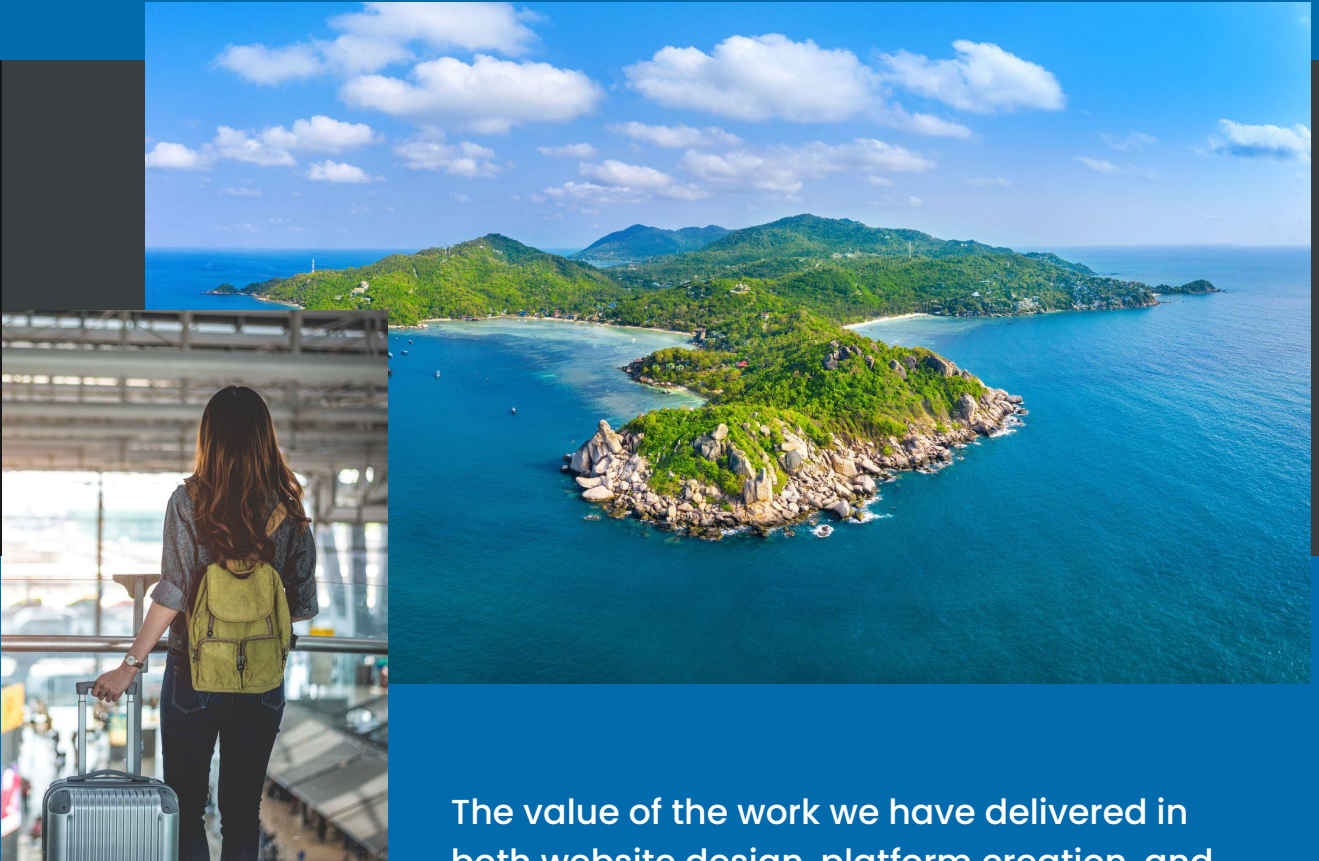
As technical project manager, we integrated innovative translation solutions into CMS utilising IBM Watson AI, developed mobile applications which integrate into the CMS and created central booking system which provides real time data on the availability of complex logistics-dependent services.



We continue to work closely with the company. As lead technology and strategy partners, we work side by side supporting the launches of new sites, products, services, and brands.



IV. The Outcomes:



The value of the work we have delivered in both website design, platform creation, and CMS can be seen in the continued growth of the business itself.

We continue to add value to the business as primary strategic partners, and look forward to helping the company grow and flourish into the future.



How may we help you?

Book a call today to learn more
about the work we do and what
we can do for you.

Book A Call

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