

FORTUNE 100 BRAND UNPLUGS LEGACY APPS FOR SCALE AND NEW DATA COMPETENCY

Infolob pilots this esteemed entertainer's journey to overcome dependence over monolith applications that featured unnecessary complexity and incompatibility with scale, cost-efficiency, and innovation.



Abstract

A globally present theme park organization with a high velocity of new customers chooses to modernize their online marketing and ticketing systems for their growing line of parks and resorts. This translates to neutralizing a number of challenges caused by tangled business groups, understanding user activities, and turning data driven. Learn how Infolob outdelivers on the requirement.



 INFOLOB

For more information, contact: info@infolob.com

Follow us:  

Business Concerns

The client used a traditional monolithic application. Everything had a single code base, which caused problems with scalability, cost, and modern technology adoption. Since the client managed a variety of services (parks, hotels, resorts, etc.) - operating from a single code base was too complicated and challenging to sustainably continue. They required to upgrade their systems and make it easier to track customers for marketing analytics. They needed an impeccable microservices implementation to decouple different business groups, track different types of users' activities to build better marketing initiatives, and do more with data.

Infolob's Intervention

Infolob provided the client with a leading-edge big data solution, helping them develop plugins capable of being embedded into their current system. The plugins consumed their daily transactional data for different business groups (hotels, parks, etc.) in raw format and stored it in data lakes to help create a single vision of the customer across all business units. A 360-degree profile of a customer was created using this method - proving the plugin to be versatile, and highly customizable for matching their unique individual business needs.

Business Outcomes

Creating a 360-degree profile allowed for more strategic marketing tactics, translating to the client performing targeted marketing while readily accessing data to perform predictive analytics. Their customers can now be targeted with specific campaigns exclusively tailored for them - transforming the client's business in innumerable ways. This includes unlimited access to scalability, quick response to change, cost-savings, streamlined processes, etc.

