BigMemory for Hospitality & Travel

The in-memory solution for real-time big data

BigMemory stores hundreds of terabytes of data in memory for ultrafast access to customer, inventory and transaction data. It snaps into applications easily to deliver unmatched performance at any scale.

Travel Takes Off with BigMemory

Boost service quality and bookings.

Benefits

- Attract online travel shoppers with a high-speed website
- Stay competitive with fast, reliable mobile bookings
- Seamlessly scale reservation systems to keep pace with growth
- Improve customer satisfaction by personalizing travel experiences
- Increase yield and efficiency using real-time big data intelligence

"BigMemory is a Big Deal at Sabre."

— **Kevin Bomar,** Director of Enterprise Architecture, Sabre Holdings

Why BigMemory

Set your services apart by using real-time big data access to enhance your customers' travel experience. Improve online trip planning. Speed up reservation processing. Personalize customer interactions before, during and after check-in. In the fast-paced, intensely competitive travel industry, BigMemory is your ticket to making service improvements that are rewarded with higher bookings and brand loyalty.

BigMemory's Impact

Accelerated availability listings
The world's largest hotel chain presents available travel options 20x faster thanks to a 100GB BigMemory store filled with hotels, rooms, rates, amenities, and other inventory data.

Massive reservation throughput
A global provider of family travel and leisure experiences demonstrated a 16x increase in transactions per second—after getting BigMemory up and running in just one day.

Hotel searches at scale
Europe's leading online hotel reservation service can generate 1 million search results per second. Travelers can quickly find the right accommodations from among more than 250,000 properties.

Cost-saving mainframe offload
A top online travel service slashed mainframe transactions by 80 percent, saving millions of dollars annually and reducing Web response times from several seconds to less than 10 milliseconds.

DOWNLOAD TRIAL
terracotta.org/travel

Why in-memory?
- Speed data access by 100x or more
- Boost throughput by 10x or more
- Turn big data into big fast data
- Gain instant business insights
- Take action in real-time
- Slash costs with cheap RAM

Why BigMemory?
- Low latency at terabyte scale
- Easy, cost-efficient scaling
- Ultra-high availability
- Data consistency guarantees
- Persistence and fast restart
- Easy snap-in integration

Top travel companies count on terracotta to:
- Improve travel site performance
- Speed up availability searches
- Turbocharge reservation systems
- Customize offers and content
- Ensure a great mobile experience
- Save millions in IT costs

Get There Faster

Why BigMemory is a Big Deal

Game-Changing Innovation for Hospitality & Travel

BigMemory is ideal for performance-and data-driven use cases. Instant access to massive amounts of data enables service enhancements across the travel experience.

Your Data in Real-Time

- Hotels, rooms, amenities
- Flights, flight details
- Bookings
- Rates/fares
- Pricing rules
- Photos and videos
- Reviews
- Search results
- Clickstream data
- Customer accounts
- Customer preferences
- Loyalty program activity
- Demographic data
- Geolocation data
- Social media data
- Call center records
- Sensor data (M2M)

Our Proven Track Record with BigMemory

16x Higher **reservation throughput**

20x Faster **availability listings**

1 MILLION Hotel searches **per second**

80% Reduction **in mainframe load**

Availability
Accelerate search and selection of available flights, hotels, rooms, travel packages and more. Store current inventory in memory for rapid retrieval by call center personnel, travel agents, global distribution systems, and Web and mobile booking engines.

Reservations
Process more reservations—quickly, reliably, and cost efficiently than ever before. Increase transaction throughput by at least 10x with ultra-fast access to all reservation-related data. Shorten customer interactions and gain the capacity for seamless, budget-friendly growth.

Online & Mobile Performance
Ensure a superior booking experience on any device, at any scale. Boost satisfaction and conversion rates by speeding up the display of search results, images, maps, reviews and other content. And meet the need-it-now demands of mobile users making on-the-go travel arrangements.

Yield Management
Give your bottom line a boost with faster, precise yield management. Run complex algorithms based on thousands of rules and terabytes of real-time inventory and demand data. Maximize profitability by updating prices in lockstep with market changes.

Loyalty Programs
Add speed and scale to your loyalty program platform. Serve customers with instant access to account activity and targeted communications. BigMemory is used by loyalty providers that work with top travel brands like Expedia.com®, Hilton Hotels & Resorts®, MGM® and Best Western®.

Personalization
Act on real-time data to personalize travel experiences. Present relevant recommendations to online shoppers, tailor services to individual preferences, or push contextual offers and alerts to mobile devices. The opportunities to differentiate service quality are endless.

Real-Time Intelligence
Capitalize on big data analytics to optimize pricing, personalize traveler interactions, increase operational efficiency, and more. Pair BigMemory with Hadoop® to analyze historical and real-time data, then respond to insights instantly.

Mainframe Offload
Overcome capacity constraints, latency challenges, and the financial burden imposed by mainframes. Modernize your infrastructure and slash mainframe MIPS and costs—without big hardware investments.

Find out how to power up your Digital Enterprise at **www.SoftwareAG.com**

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Get There Faster