

CASE STUDY

Hospitality CRM provider gets customized cloud solution to scale faster to larger customer base.

THE CLIENT

This Oregon-based company has served the hospitality industry since 1987. They boast the only CRM designed specifically for the hospitality industry. Their solution and services unify customer's revenue, reservation and marketing teams around a single source of guest-data to drive more direct bookings and revenue.

A NEED FOR A CLOUD STRATEGY

The client's on-prem environment inhibited on-demand scalability and database optimization for maximum performance. Without modernized business software, they couldn't take advantage of cloud services and provide new solutions to their customers. The client had mixed usage of AWS services with limited expertise to take advantage of full service capabilities and manage costs effectively. They needed a cloud strategy along with resources to deploy a data analytics platform that allowed for both scale and flexibility.



SETTING THE FOUNDATION FOR SCALE AND FLEXIBILITY

Beyondsoft's cloud consulting team worked with the client to customize ConvergnDB, an open source software that creates and manages serverless data lakes, to fit their requirements. The team developed a process to merge and/or consolidate small batches into the ConvergnDB data lake without impacting the downstream, query and processing performance.

The client was assisted in developing a quality process, as well as configuring the platform for the lowest latency achievable and migrated the workload from multiple on-prem hosts to AWS Cloud.



A MODERNIZED CUSTOM SOLUTION BUILT IN LESS THAN A YEAR

With the help of Beyondsoft, and ConvergnDB, the client was able to create a customized solution to provide specialized services to their customers. This allowed them to:

- Scale faster to a larger customer base
- Enable new streaming capabilities for customer
- Accelerate data analytics & improve data management
- Eliminate the need for additional resources