



## CASE STUDY DOCUMENT

OF

**[International Rail]**

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**Smart Responsive and Intelligent Back-end system helped in managing the Enormous Tasks and Growth in Business...**

- **Client Brief:**

- **Business Description:**

International Rail is an independent limited company, specializing in the sale and distribution of Rail Tickets and Passes for rail travel, world-wide. The headquarters are in the UK, based in Hampshire. It has contracts with the majority of rail companies worldwide along with a team of Call Centre advisors who are highly conversant with all the various international booking systems.

In Europe it includes over 66,000 Point to Point routes, including Eurostar, French TGV, German ICE, InterCity, EuroCity and Spanish high speed trains.

- **Current Situation:**

International Rail arrived with the requirement to sort out the major issues in their existing website that was majorly having an unresponsive admin panel. The admin panel required to be flexible for different types of agents that supports B2B, B2B2B, B2C, and B2B2C. The system was vast and they need to procure a flexible, simple and optimum system to operate their entire business.

- **Initial Requirements:**

The initial requirements were to Manage Users, Manage Passes, Manage Rail tickets, Route management, Agents Subscription, Server management, Content management System (CMS), widget development, pricings, reports and handling of various application program interfaces through one platform.

- **Industry / Domain:** Travel and Tourism Industry

- **Challenges Faced and Solution Proposed:**

<u>Major Challenges</u>	<u>Solution Proposed</u>
<p><b><u>Burdensome and Complex back-end:</u></b></p> <p>The International Rail holds a huge number of users and online ticket bookings. The data and functionalities handled by the enterprise are vast and complex. There was a major requirement for managing the Content Management System (CMS), bookings, passes, multiple users, products, pricings, reports, offices, etc.</p>	<p><b><u>Strong and Flexible back-end Management:</u></b></p> <p>All the information can be accessed at the same time from the same location which is less time consuming and cost effective. The admin panel can efficiently manage all the online rail bookings and rail passes with respect to the domain. Quick view of Rail feeds, one track updates and all the services are available on the dashboard only.</p> <p>As at the present time, the agents and the public, both can book tickets from a single panel.</p>
<p><b><u>Difficult Handling of Different API's:</u></b></p> <p>The data has to be retrieved from various rail operators. For this it was difficult to handle the several application programming interfaces (APIs).</p>	<p><b><u>One Track System for Different API's:</u></b></p> <p>The proposed one track system can retrieve the various XML live feeds from different rail operators like: Bene, Trenitalia etc. The feeds are hence displayed on the International Rail platform with the help of this one track approach.</p>
<p><b><u>Enterprise Expansion Required:</u></b></p> <p>International rail desired to offer more rail products than anyone else in the world. For this, the system required should be global for all the divisions.</p>	<p><b><u>Global For Different Divisions:</u></b></p> <p>At this point in time, it covers the most extensive range of countries and destinations available by the rail. It is now global for different divisions (UK, US, NZ, AUS) and has an own global site. We provided a unique system for all divisions.</p>

<p><b><u>Want to offer Rail Ticket Integration for Multiple Sites:</u></b></p> <p>The client wanted to provide the rail booking feature to get displayed on other websites, but the booking should be performed indirectly from the International Rail website.</p>	<p><b><u>Widget Proposed For the Rail Ticket Integration:</u></b></p> <p>A Widget is a component of an interface or a feature. Here widget was proposed for booking the Rail tickets. We supplied a widget that just need to be integrated into any website and the booking can be performed easily.</p>
<p><b><u>Printing Software has to be downloaded again and again on the Desktop:</u></b></p> <p>The IR had a licensed software for printing that they want it to go live in support of this system. So that repeated download on desktop can be avoided.</p>	<p><b><u>Printing Tool Made available Online:</u></b></p> <p>Their printing tool is available on the internet. From there they can manage various the printing functionalities.</p>
<p><b><u>Management of multiple sites from Single back-end:</u></b></p> <p>The international rail has many agents that also need to run the similar websites. Hence the need of re-creating the similar type of functionalities in websites for several users by the administrator itself.</p>	<p><b><u>Created Single Environment to Run Multiple Sites (CMS):</u></b></p> <p>We have developed a centralized code for creating a single environment, so that the administrator of the website can create number of websites without copying the code for each separately.</p>
<p><b><u>Several Payment Service Providers Required:</u></b></p> <p>As the enterprise running in many divisions of the world, so there was a requirement of multiple payment service providers for the multiple websites operated.</p>	<p><b><u>Configuration with various PSPs:</u></b></p> <p>As International Rail is Global for different divisions of the world, so there are different payment service providers (PSPs) linked to the website. A common payment gateway platform was proposed to support various PSPs such as SecurePay, WorldPay, Ogone, and many more. The 128-bit encryption technology was implemented for the sake of security.</p>

- **Solutions Delivered:**

The website built at that time was just the 20% of the website currently running. All the major features in the website are implemented by Our proficient Team. Both the back-end and front-end of this project was developed.

- ✓ **Development Approach:**

The project development is solely based on the Agile Work methodology and the Scrum architecture. This raised our projects to a peak level in quality, security, profit, promotion, etc. We design, build, configure, test and then release the potentially shippable project increment. This process cycle is also performed in the iterative manner or in sprints. We conducted daily stand up meetings and deliver a part of this project in every 2-3 weeks as well as daily updates being sent. This had helped in maintaining the transparency between the users involved in the project development.

- ✓ **Sparkling Features on the website that we delivered:**

There are many versatile features that had made it so known worldwide:

- ✓ Website Designing with New graphics
- ✓ Strong Back-end to manage the huge business
- ✓ Single Track System for all the divisions
- ✓ Find and book tickets
- ✓ Management of Multiple Passes
- ✓ Widget for Rail ticket Integration
- ✓ A Single environment for different websites (CMS)
- ✓ Management of payment gateways by the admin
- ✓ Online Printing Tool
- ✓ Server Management
- ✓ Bulk ticket booking for corporate sector

## **The Main benefits International Rail got from this system:**

- **Total Site running:** approximately 20
- **Total Agent:** Approximately 2500
- **Few of the Operators:**
  - Bene
  - Trenitalia
  - Evolvi
  - IRCTC (upcoming)
  - AMADEUS (upcoming)
- **Number of Countries:** Near about 50
- **Number Of Trains Companies:** Approximately 40
- **Famous Partners:**

- STA Travels



- Merit Travels



- Travel Cuts

