Integrating Supplier and Retailer APIs into a digital platform for tours and attractions

About the Client
Headquartered in USA, the platform digitally connects supply and demand players in the tours and attractions sector.

Business Needs
- Reduce the go-to-market time
- Expedite bookings and customer experience for users
- Display a unified platform

Solutions
- Established the platform and built integrations with technical operators and hotel networks, such as Peek+, Juniper, Farah Experiences, Lifepoint, Vivaticket, Ctrip, and Vegas.com.
- Designed a branded reseller portal to manage the inventory, bookings, availability, and pricing from a single platform.
- Onboarded an extended team with domain understanding encompassing the tours and attractions sector.

Technology Stack
- Jira
- Confluence
- Postman
- Docker
- LabVIEW
- ClickStream
- Workiva
- Salesforce
- Adobe
- BlueJeans
- Zappy
- HelloSign
- DataRobot
- Splunk
- MongoDB
- Redgate
- Intercom

Business Impact
- Increased revenue by 15% due to a substantial rise in bookings via new integrations on the channel manager platform.
- Efficient resellers portal saved 25% time courtesy of faster bookings and automated reconciliation of transactions.
- Increased direct bookings by 10% for the retailers onboarded.
- Associated retailers earned a 5% higher margin on sales.

Cybage Travel and Hospitality
Effective integrations to manage functional and technical knowledge and empower the tours and activities channel manager platform.