

CASE STUDY

Digital Transformation with Azure iPaaS

Our Client

Our client is an American multinational company that operates, franchises, and licenses lodging including hotel, residential, and timeshare properties. It is headquartered in Bethesda, Maryland.

The Business Problem

Our client had multiple, disconnected tools, with a high amount of custom coding, that required a considerable amount of time, money and resources to maintain, fix, and upgrade. Additionally point to point interfaces, tightly coupled applications combined with an antiquated on-premises, fixed hardware platform, created considerable manual processes and overhead. The business could not operate autonomously without significant support from IT.

The Solution

truData engaged with our client to manage their Integration Platform as a Service project as part of a major company wide digital transformation program. The company's objective was to transform their traditional operations towards enhanced guest experiences and direct digital engagement. Multiple software vendors were considered for the iPaaS solution, and MS Azure was selected as it was the only 'native' cloud solution that met business and technology requirements.

From program management to development roles, **truData** assisted the client with the rollout of their iPaaS solution. The team provided the following:

- Replaced 3rd party integration solutions w/native cloud
- Decoupling of point to point custom interfaces with reusable API's
- Modernized legacy system API's with new generic API's on a serverless architecture
- Central management, orchestration, scheduling and monitoring
- Azure DevOps leading practice

Key capabilities leveraged for iPaaS

- API Mgmt, which provides an API service
- Logic Aps, supporting orchestration of business processes and workflows
- Service Bus, providing reliable enterprise messaging
- Event Grid, which allows raising and delivering events

The Business Value

- 360-degree visibility of guest information across the different source systems, online reservation and main guest site
- Reliable integrations and automated functions eliminating unplanned maintenance down times
- Scalable and consumption based operational model reducing internal costs

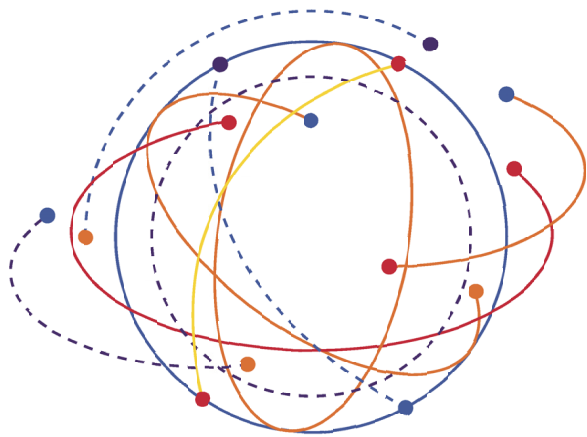
truData Overview

truData is an industry leading cloud professional services company, focused on application modernization, innovations and integrations. We have established several key strategic channel partnerships with MS Azure, AWS, Google Cloud Platform, Snowflake and SAP.

truData's partners with clients in the delivery of strategy and roadmap, project implementation, application managed services and staff augmentation capabilities.



- 10+** Years of Cloud Experience
- 20+** Years of Analytics and Data Warehousing Experience
- 150+** Data Scientists and Engineers



Our multi-shore model offers several options, including **truData's** nearshore capability that provides 0800hrs–1700hrs coverage at an improved price point without sacrificing quality of delivery. This is realized through **truData's** Central and South America operations.

Strategic Partnerships

truData's strategic partnerships complement our cloud modernization services and allow us to deliver multi-faceted programs to solve your most critical business needs.



Our Capabilities

- Data and Analytics
- Data Management and Governance
- Integration
- Application Modernization
- Integration Platform as a Service (iPaaS)
- Cloud Native