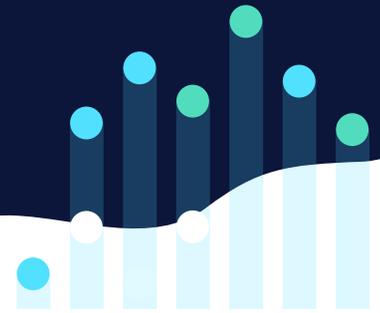


Accor Delivers Real-Time Booking Service with DSE



THE CHALLENGE

Today's hospitality customers expect to be able to find the best hotel choices and rates, in real time, with ease. In response to these demands, online travel agencies, metasearch providers, call centers, and hotel websites have all had to digitally transform to keep pace with digitally savvy customers.

Accor experienced a surge in demand for hotel availability, but its booking system was based on old technology that was pre-calculated and did not use real-time data. As a result, the system was not able to provide accurate information to customers when booking accommodations—a recipe that could lead to poor user experience and diminished brand loyalty.

“Our previous data management model was constrained by our aging technology,” said Mikael Racaud, Distribution and Reservation Product Manager at Accor. “So, we had to constantly add new servers to ensure scalability. A model that technically and financially had reached its limits.”

Accor decided to implement a new data architecture for the web service shared among all its properties. They launched a transformation project called IRMA in 2015 and used a Command Query Responsibility Segregation (CQRS) model to separate the input flows from hotels, clients, and partners and synchronize them in one system. To complete the effort, they needed a data platform that could stabilize the distributed data, return it quickly, and scale to meet demand.

THE SOLUTION

Accor chose DataStax Enterprise, built on Apache Cassandra, as the most efficient solution for response time, backup, and access to data.

“Our solution today is based in part on DSE to stabilize our data and access it quickly, and on an application for calculating and applying management rules based on data stored in DSE. So, we have an availability search template whose only source of data is the DataStax database,” said Racaud.

ACCOR HOTELS

USE CASE:

Real-time scalability

INDUSTRY:

Hospitality

CHALLENGES:

- Limited ability to scale
- Lack of real-time data to inform booking service
- Aging, costly technical infrastructure

SOLUTION:

- DataStax Enterprise, the active everywhere database built on Apache Cassandra™ and designed for hybrid cloud

RESULTS:

- Ability to scale without any limit
- Real-time data for hotel availability and reservations

ABOUT ACCOR:

Accor is a world-leading augmented hospitality group offering unique experiences in 4,900 hotels and residences across 110 countries. The Group has been acquiring hospitality expertise for more than 50 years, resulting in an unrivaled portfolio of brands, from luxury to economy, supported by one of the most attractive loyalty programs in the world. Accor SA is publicly listed on the NYSE Euronext (ISIN code: FR000120404) and on the OTC Market (Ticker: ACRYF) in the United States.

With an annual growth rate of 60% in demand for hotel bookings, Accor needed a way to scale and ensure real-time information in its booking system. They chose DataStax Enterprise (DSE) to provide the modern data architecture needed to meet their goals.



THE RESULTS

DSE has enabled Accor to address new business needs, provide hotel availability in real time, and optimize their ability to scale.

“DSE allows us, among other things, to monitor daily the quality and performance of the cluster, its condition or the number of data accesses on the different platforms,” said Julien Ramakichenin, VP of Distribution and Integration Systems at Accor.

“The IRMA project has given us the opportunity to streamline our processes across all channels. From now on, all direct and indirect sales platforms have access to the same information,” said Racaud. “Without IRMA, we would have had a negative business impact. By centralizing all the information in one place, the solution has, among other things, considerably improved our response times and facilitated the implementation of the member rate linked to our loyalty card. The customer has the assurance of the best price and can now benefit from this rate via some online travel agencies.”

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—Mikael Racaud,
Distribution and Reservation Product
Manager, Accor

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ABOUT DATASTAX

DataStax helps companies compete in a rapidly changing world where expectations are high and new innovations happen daily. DataStax is an experienced partner in on-premises, hybrid, and multi-cloud deployments and offers a suite of distributed data management products and cloud services. We make it easy for enterprises to deliver killer apps that crush the competition.

More than 400 of the world's leading enterprises including Capital One, Cisco, Comcast, Delta Airlines, eBay, Macy's, McDonald's, Safeway, Sony, and Walmart use DataStax to build modern applications that can be deployed across any cloud. For more information, visit www.DataStax.com and follow us on Twitter [@DataStax](https://twitter.com/DataStax).

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