



**Category Winner:** Portal

**Company:** Cendant Distribution Travel Services Group

**Submitters:** Brad Lindow & Jason Cohen

**Vertical:** Travel

**Location:** Chicago, IL

**JBoss Portal Innovation:** Selected for use of JBoss Portal to improve user experience, reduce transactions and reporting times, and reduce costs and overall development time in building myaccount.galileo.com, Cendant Travel Distribution Services' portal was built to provide self service capabilities to thousands of travel agents and suppliers.

### 1. Company description / size (basic company info).

Orbitz is a wholly-owned subsidiary of Cendant Corporation and part of Cendant Travel Distribution Services division. The division that developed and is deploying JBoss Portal is part of the 8,500 person travel distribution services.

Orbitz is a leading online travel company offering leisure and business travelers a wide selection of low airfares, as well as deals on lodging, car rentals, cruises, vacation packages and other travel.

### 2. Describe any business and/or technical challenges about the project.

#### Challenges:

- » Connect travel agents and suppliers they support in areas such as reporting, contract renewal, online equipment ordering and user account administration.
- » Automate processes that were previously manual for travel agents; strong need to improve user experience and save time for transactions and reporting.
- » Reduce costs associated with new portal development, deployment, and maintenance.
- » Build portal quickly with development team that were not yet Java experts.

### 3. What was your solution?

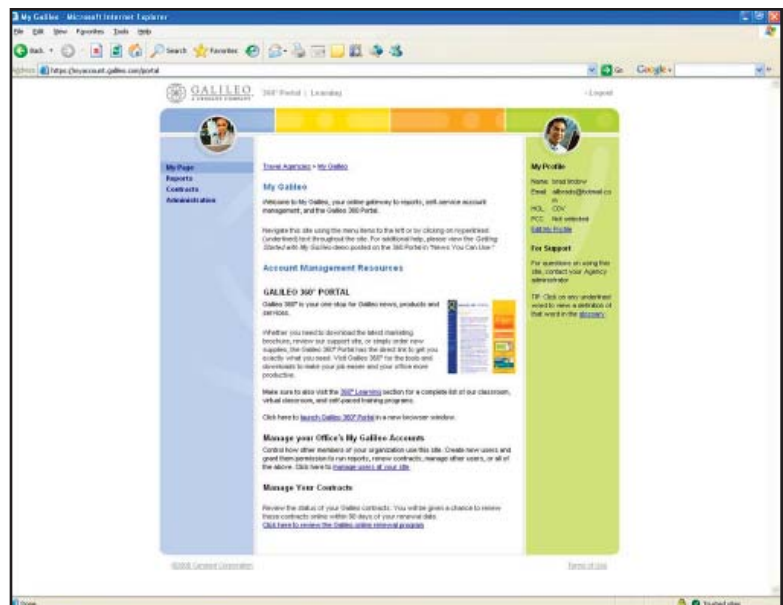
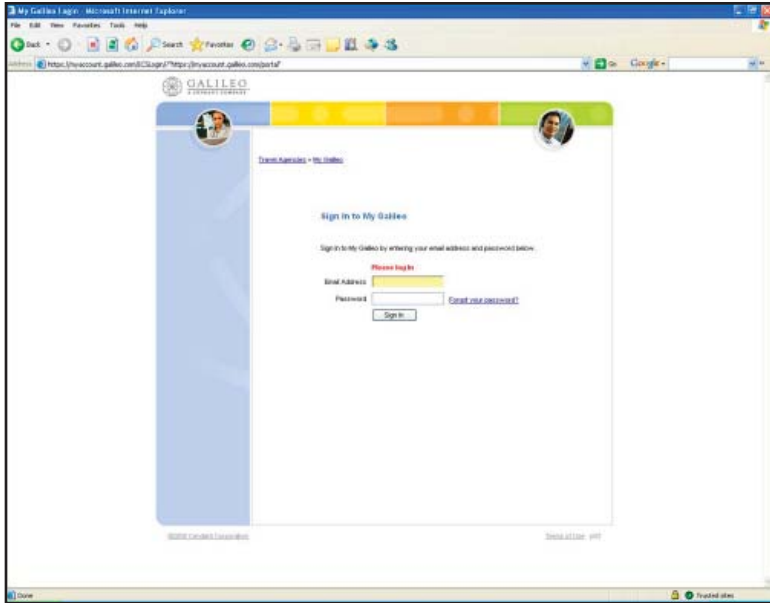
Build portal for Galileo, the business unit of the Cendant Travel Distribution Services division. The Myaccount.Galileo.com portal is an interface for thousands of travel agents. The portal project was initiated to service these business customers better and automate manual processes.

The main functions needed for the portal are: Online Contract Renewal, Reports (running, scheduling), and Online Ordering. Administrators from each customers company can also manage their employees as they pertain to our portal (add users, delete users, add permissions).

Portal provides user customization including different views for different types of users (e.g. administrators, contracts, reporting). Also provides the ability to generate automated e-mail reports of activity, thus saving customers a significant amount of time.

Orbitz chose JBoss Application Server, JBoss Portal, Eclipse IDE, MySQL, and Pentaho; all open source products as well as Novell's eDirectory. They also leveraged JBoss consulting, training, and the JBoss Subscription to assist with support and integration questions and issues. The entire project was completed in less than five months by a team of seven full-time technical staff and an average of three external advisors at any given time. The project successfully launched on January 30th, 2006.

## Snapshot of Galileo Portal Project



### 4. Describe your vendor selection process and reasons for choosing JEMS.

The Orbitz team evaluated extensively several Portal vendors - both Proprietary and Open Source.

The main criteria in selecting the Portal platform were:

- » Reputation of the vendor
- » Previous experience with vendor's technology
- » Cost (initial and future license costs, support and maintenance costs)
- » Certified and/or integrated products to avoid integration issues and costs associated with the project (including integration with Pentaho, MySQL, and Novell eDirectory)

Ultimately, Orbitz chose JBoss because of our previous experience and overall satisfaction with JBoss Application Server and because JBoss Portal was open source. Choosing JBoss Portal allows us to avoid costly product licenses. This cost savings will allow us to spend on headcount instead of paying money to vendors.

**5. What role did JEMS products play in the solution?**

Clustered JBoss Application Servers Version 4.03, JBoss Portal Version 2.0, JBoss Eclipse IDE and EJB3.0 were all utilized in the solution. JEMS was specifically used for the customer facing portal features. See diagram below. JBoss Portal is used for customization on the user side. It changes per profile of the customer depending if they are administrative, contracts or reporting.

**6. What was the overall impact of the project on the business? (eg: ROI, competitive advantage, time to market?)**

ROI savings – When comparing the JBoss Portal solution to their 2nd proprietary options, the total savings equal \$600,000 for the initial year and \$150,000 in maintenance for every following year.

**7. With the savings gained from implementing JEMS, how did you reallocate your cost savings within your company?**

With the projected cost savings by choosing JBoss Portal, they did not count the money as a reinvestment, however a solution to keep expenses and cost down. They were able to keep the bottom line down which in return was a positive result on the headcount.

**8. Technical description of implementation/size of deployment? (Hardware, applications, o/s, databases, etc.)?**

<b>Application Server</b>	<b>Clustered JBoss Application Servers Version 4.03</b>
<b>Portal Server</b>	<b>JBoss Portal Version 2.0</b>
<b>Database for use with Portal</b>	<b>MySQL 4.1</b>
<b>Identity Management</b>	<b>Novell eDirectory, Identity Manager, iChain</b>
<b>Reporting Server</b>	<b>Pentaho BI Platform</b>
<b>IDE</b>	<b>JBoss Eclipse IDE</b>
<b>Distributed Component Architecture</b>	<b>Enterprise Java Beans (EJB) 3.0</b>

**9. Did you leverage JBoss support services, training or consulting? If so, how was your experience?**

- » Leveraged JBoss Consulting – participated in two day on-site consulting with Portal Core developer. Purpose of consulting was to help their engineers see what they want to do and evaluate the next steps.
- » Sent team members to admin training and web application development training
- » Worked with a JBoss Certified Systems Integrator.
- » Purchased a JBoss Subscription for access to expert technical support.

**10. Advice to other companies considering JEMS.**

Be willing to take a chance on open source projects. Realize that open source projects can be every bit as good as commercial equivalents without the expensive license fees. You will probably also experience much better overall support – via the combination of community support tools such as Forums and Wikis and the for-pay technical support offered as part of the JBoss Subscription.

Another nice thing about open source is the ability to write their own patches if necessary – something not possible with commercial/proprietary offerings that don't provide the source code. When we have an issue, we don't want to be at the mercy of a commercial vendor's support organization to solve our problem. We like the ability to solve it on our own if we need to. We haven't to date because the quality of JBoss Support has been excellent, but knowing that option exists is important to us.