

PROFESSIONAL CLOUD ARCHITECT

Treggs

Company overview

Treggs is an American global travel agency with social media presence, founded in 2013. Their mission is to build a scalable e-commerce platform to serve a global customer base

Solution concept

1. With the largest customer base in Europe they would like to serve contents closer to Europe to minimize latency and meet regulatory requirements by adopting a disaster recovery plan
2. Travelers can search and book travel (hotels, flights, trains, cars)
3. Pricing will be individualized based on customer preferences and demand
4. Suppliers (airlines, hotels, etc.) can upload inventory
5. Strong social media integration service with reviews, posts, and analytics

Existing technical environment

Treggs has been in operation since 2013 and their reporting service is supported by an on-premise server with limited ability to provide insights into travel trends

Business requirements

●Minimize operational complexity

●Easily scale to handle additional demand when needed and expand to more regions in future

● Minimal wait time for customers in Europe

●Ensure compliance with regulations

● Increase the number of concurrent bookings, with individualized pricing based on customer preferences and demand

●Partners can Bulk supply hotel inventory

● Let partners upload inventory directly via API

●Provide a secure and high-performance connection between on-premise server and Google Cloud

● Easily analyzes sales performance data of all suppliers to help them improve

Technical requirements

● Move to managed services wherever possible

● Securely allow partner integration

●Reduce latency

●Dynamically scale and provision new environments

●Disaster recovery plan

●Easily manage inventory and inventory uploads

●Analyzes sales performance data

●Create strong social integration with analytics of customer patterns and engagement

Executive statement

We have invested heavily on social media marketing and presently online via social media channels like Instagram, Whatsapp and Facebook which allows us to engage with our customers, with a requirement of investment of time and money in training our team. However, it has been a herculean task to track payments and manage orders for our global large customer base, making it our top priority to build a scalable e-commerce platform that has a consistent and stable user experience to serve our global customer base with a strong social media integration, so suppliers (airlines, hotels, etc.) can bulk supply inventory with ability to analyze sales performance data of all suppliers, thereby making it easy to identify poor performers and help them improve