Travel Smarter with Reservation Mobile Apps

CM WebClient and Sencha Touch Give Hapimag
AG Members "On the Go" Mobile Access to Book
Their Next Holiday

Industry: Travel
Location: Baar, Switzerland

Founded in 1964, Hapimag AG had a vision for how vacation planning could be a better experience. Taking the best from timeshares and eliminating the constraints, Hapimag developed a model with greater flexibility. Hapimag members accrue dividend points based on the number of shares they own in the company. They can cash these points in on apartment rentals in 60 different locations in Europe, plus a few desirable destinations in the United States. With a base of 160,000 members, Hapimag is growing their business based on this unique model. With sales in 2012 of almost 200MM€, the 1,350 employees continue to provide services their members rely on.

The Challenge

Hapimag needed to provide their members with a mobile reservation system to address member requests and to remain competitive. They already had a web presence, and some members still preferred to use their call center or email to request reservations, but a growing number of people expected to be able to book their holidays from their phones, anywhere in the world. There simply wasn't time to build mobile apps from scratch; Hapimag wanted to find a way to mobile-enable their existing web reservation application running on IBM i and Websphere.

The development team had created the reservation system using CA Plex, so an ideal solution for them would be something that would be able to work seamlessly with that platform.

The Solution

Hapimag already owned CM WebClient. In fact, part of the web reservation system had been written with CM WebClient. Richard La Croix, software developer, indicated that they had considered a Sybase tool that works with their SAP sales force solution, but CM WebClient stood out as a better solution for them, as they owned and had familiarity with the product. And most importantly, CM WebClient worked with CA Plex. The development team's high experience level with both products made the decision an easy one. After downloading the Sencha Touch libraries and doing some training to familiarize themselves with the mobile capabilities, they were ready to begin transforming the reservation application.
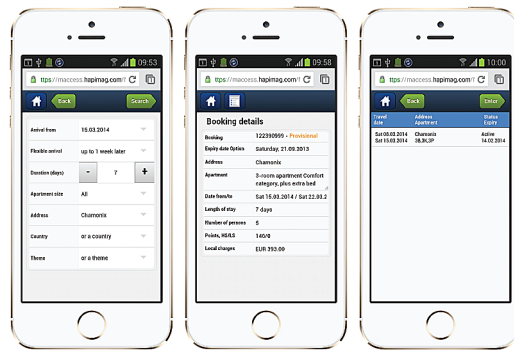
The Results

The mobile reservation application became available April, 2013, and though the majority of members are still booking in the ways most familiar to them, increasing numbers are benefitting from the mobile app. When a member is ready to book, they select when they want to travel, the region or specific accommodations and the size. The search results offer them the opportunity to lock in their selection. After the initial implementation, La Croix noted that they plan to add more functionality in the next release as well as the support for Windows phones available with the newest release of CM WebClient.

"Being able to use CA Plex/CM WebClient with Sencha Touch makes it easier and faster to generate mobile applications. If we had to build it from scratch, we would have to learn all the underlying technology. This solution cuts out a lot of the learning curve. We're quite happy with the software, the support and the people," noted La Croix.

For Hapimag AG, going mobile wasn't a choice – it was a necessity. With the solution they found, they were able to get up and running for their members faster, cheaper and easier.

About CM First Offerings

CM First Group's powerful automation tools, augmented by services partners and professional services staff with many decades of software engineering and DevOps experience, ensure successful outcomes for even the most demanding modernization projects. Our products and expertise have helped over 400 customers in the public and private sectors reach their desired future state faster and more cost effectively than by using conventional approaches.

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