

CASE STUDY—CLOUD COMPUTING

Aviation Reservation System SaaS Application

About the Client

ImagineAir, founded in 2005, is an air taxi service headquartered in metro Atlanta, Georgia, operating the largest floating fleet of piston aircraft in the United States.

Operating more than 5,000 flights a year, they are the first luxury, private on-demand airline offering real-time online reservations. Their mission is to make the benefits of private air travel more convenient and accessible, practically flying passengers door to door.

WE SOLVE PROBLEMS

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Client Need

Our client needed to create a flexible, cost competitive, private air travel reservation system for their luxury travelers. To determine scheduled fares, required factors to be included are reservations lead time, time of day, demand, and efficiency of flight pairings existing and future reservations.

Product Challenge

To build a secure, real-time, date-driven aviation system that fully integrates with related automated aviation systems, including weather, air traffic monitoring, and in-flight ground operations. In addition, the user application must be easy-to-use and provide notifications with various communication options, including text messaging and phone calls.

The delaplex Solution

We designed a dynamic application called **AIMS (Asset Inventory Management System)**. This wholly integrated system provides life-cycle automation of inventory management, customer data, and sales processes. This solution delivered the efficiency of quick flight pairings with existing and future reservations. The application's asset auto-import feature automatically populates the database, integrates with QuickBooks, and provides users with email notifications to keep them up-to-date on that status of inventory.

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TECHNOLOGY TOOLBOX

How We Did It

Our dedicated delaPlex team collaborated with our client to design and develop an enterprise SaaS application in Java running on Amazon Web Services. We created payment integrations and social sharing as follows.

Payment Integration

A custom payment gateway was created with FirstData using two types of payment methods:

- **FlightCard Payment:** Customers may purchase flightcards which can be used at the time of payment. They may choose pre-paid flight cards and receive a discount based on the tier of service plan they select.
- **Credit Card Payment:** The customers can checkout using their major credit card or debit card.

Social Sharing & Dynamic Linking

Connected via FaceBook, Twitter, LinkedIn, and travel blogs. Promoted product by placing a “booking widget” on over 1,500 company websites.

Third Party Integration

DUATS (Direct User Access Terminal Service) used for weather information and flight plan processing is integrated with the aviation system. It is contracted through the Federal Aviation Administration (FAA) for use in United States by civil pilots and other authorized users.

CORE STACK



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“delaPlex brought our software back to life and it now performs better than ever. Their service was exceptional, and their team was professional and knowledgeable.”

Ben Hamilton | CEO
ImagineAir