

CASE STUDY—CLOUD COMPUTING

Aviation Reservation System SaaS Application

CLIENT REQUIREMENTS

- Flexible aircraft scheduling to maximize pricing
- Integration with automated aviation related systems
- Ability to monitor in-flight operations from the ground
- Traveler notification via multiple communication channels
- Generate revenue from the application

HOW WE DID IT

- Analyzed data entities according to the bookings per airports/FBOs
- Explored and enhanced server side implementation for accurate calculation and display of prices
- Product promotion through “**booking widgets**” on over 1,500 websites

WE SOLVE PROBLEMS

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Client Need

To provide a flexible, cost competitive private air travel service for luxury travelers. To excel in providing white glove service, superior technology, and optimized, real-time flight pricing. Customers benefit by avoiding long drives, traffic jams, and crowded airports as well as cramped airplane seating.

Product Challenge

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

Development Solution

delaplex produced an Aviation System which followed PHP MVC standards. A Flight Optimizer was revamped to optimize the aircrafts/resources and prices based on the demand and availability, thus providing clients the best service even during peak hours. delaplex mobile app enabled a complete booking web application providing quick and easy bookings for travelers and guests from their registered account.

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TECHNOLOGY TOOLBOX

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