



EMBARKING ON A NEW JOURNEY:

How TUI Nordic Improved Monitoring Practices
to Serve Millions of Travelers Per Year



PROBLEM

- Serving 1.5M+ customers per year across 4 domains
- Dependence on web availability for business success



SOLUTION

- Apica Synthetic
- PagerDuty Connector



RESULTS

- Data-driven optimizations via intuitive dashboards
- Proactive incident alerting via native integrations
- Advanced scripting of complex user journey's

In today's modern world, digital experiences are paramount.

For companies with an online presence, emphasizing a customer-first digital strategy is a growth-driver critical for business success. Conversely, with user expectations at an all-time high, delivering a poor experience can have brand- and revenue-inflicting repercussions.

TUI Nordic, a subsidiary of TUI Group—the world's largest travel company—recognized this early. Having served 80+ million visitors across four domains and over 1.5 million customers per year, 80% of TUI's sales were made online.

In short: the business knew that improving performance would drive more business, while performance pitfalls would likely lead to lost conversions and missed revenue.

IT soon implemented a monitoring solution to help ensure that TUI could maintain the exceptional experiences their customers had grown accustomed to. However, when the existing tool and processes could no longer meet their monitoring needs, TUI knew it was time to make a change.



A NEW DIRECTION

TUI Nordic became an Apica customer in 2014, selecting Apica Synthetic to replace their current solution after seeing value in Apica's functionality, intuitive user interface, ease of use, and pricing model.

Today TUI Nordic's IT department uses Apica Synthetic to continuously run 100 checks to monitor key functions and user journeys across the website. The team, comprised of about 40 users, relies on Apica's alerting functionality and an out-of-the-box integration with Pagerduty to deliver proactive incident notifications to internal groups for timely resolution. Ultimately, this enables TUI's IT department to minimize mean time-to-acknowledgement, drastically accelerate incident resolution and address issues before they affect end-users.

TUI leverages the Selenium IDE scripting tool in conjunction with Apica Synthetic to record, edit and replay user journeys—without writing any code. TUI staff create scripts for intricate user flows and scenarios such as search queries, log-in's, bookings and cancellations. Scripting that previously took days can now be done in hours.

With over



of sales derived from TUI's web application, **ensuring high-quality customer experiences** became a business-critical initiative.



“By using **Apica Synthetic**, we **lowered costs**, and **gained visibility** into uptime, **ensuring great web experiences** for our customers.”

- Björn Kvamme,
Head of IT

REACHING THE DESTINATION

Since implementation, Apica Synthetic has become the team’s first point of contact for application performance. Apica’s dashboard gives TUI’s IT and lines of business the holistic visibility to quickly see web application performance at multiple levels from an end-user perspective. If a component should fail, an alert is triggered, and users are able to immediately log in to investigate the issue.

Further, the team has begun to leverage Apica Synthetic to cross-check behavior seen on the website. If something unusual is seen or reported about the website, the IT team is able to analyze specific page performance and verify that all dependencies are up and running smoothly. Lastly, by leveraging the PagerDuty Connector to push triggered alerts (and subsequent status changes) from Apica Synthetic directly to PagerDuty, TUI has been able to automate what was previously a manual process.

Apica Synthetic has changed the landscape for TUI’s IT personnel, allowing the team to continuously improve the performance of their web application. And with the site being one of the organization’s most powerful revenue-drivers, many team members would agree: it’s been a worthwhile journey.



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