



stonebranch



expedia group

CASE STUDY

Expedia Group

Using Automation to Drive Digital Business



Global travel technology company deploys modern automation solution that enables development and operations to focus on product enhancements and innovation



MICHAEL BAYHA
Senior Systems Engineer,
Expedia Group

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Background

Founded in 1996, Expedia Group is one of the world’s leading full-service online travel brands helping travelers easily plan and book travel from the widest selection of vacation packages, flights, hotels, rental cars, rail, cruises, activities, attractions, and services.

Its global presence includes localized sites in 33 countries and an award-winning mobile app. Expedia’s Group sites include Expedia.com, Hotels.com, Hotwire.com, CarRentals.com, CheapTickets, trivago, Venere.com, Travelocity, Orbitz, and HomeAway.

Challenge

Expedia Group’s business is built on innovation and speed of deployment. Their existing Workload Automation system was built upon an outdated platform with an outdated licensing scheme, and a cumbersome thick client, which was problematic for developers and end users to self-serve and deliver business value.

Deploying and updating the thick client and making software upgrades was laborious and a costly drain on Expedia Group’s engineering resources.

If Expedia Group was going to remain a leader in the competitive travel technology industry, a smooth transition to a modern automation solution was essential.

RESULTS

- Reduced support costs with 90% of transition self-managed
- Improved functionality
- More efficient automation due to robust API
- Tasks require 50% less effort with onboard time reduced from one week to one day due to superior ease of use

Solution

In order to relieve themselves from this burdensome product, Expedia Group initiated a search for a modern, scalable and secure automation solution. Stonebranch's Universal Automation Center was utilized by Orbitz, a company acquired by Expedia Group in 2015 for \$1.2 billion in cash. Expedia Group used this opportunity to thoroughly explore the benefits enjoyed by Orbitz. A decision was made to deploy Universal Automation Centre throughout Expedia Group's global enterprise.

During the evaluation phase, Stonebranch stood out against other Workload Automation vendors because of Universal Automation Center's ease of use and self-service capabilities.

No thick client was required and the API was extremely robust, enabling Expedia Group to expedite many of their automation and maintenance scenarios. Furthermore, upgrading the solution was seamless and simple and licensing costs presented a lower total cost of ownership. Following an intense assessment, it was determined that Stonebranch overachieved Expedia Groups feature requirements.

"Stonebranch's automation solution has many benefits, but the most important actor in our decision to switch was how dramatically it lowered our support costs," says Michael Bayha, Senior Systems Engineer at Expedia Group. "The user base can now manage their requests independently and this allows our engineers to focus on improvements to our core product and the development of net new features and applications. Stonebranch frees up our skills and time."

An additional benefit is that Expedia Group can now manage the lifecycle of their Workload Automation definitions, using the solution's bundle and promotion capabilities. The development, testing, and production deployment of all scheduling changes are now managed in a secure and reliable manner.

Moving data between applications and platforms is a key part of Expedia Group's application Workload Automation activities, and the built in Managed File Transfer tasks and Agent file transfer capabilities allow integrated automation of file transfer and application workloads.

Results: Return on Automation*

Migrating from Expedia Group's former Workload Automation software to Stonebranch's UAC went extremely well. "We were able to manage 90% of the transition ourselves because the technology is so easy to use. The sales and support team worked with us to ensure the deployment was seamless and successful," says Michael Bayha, Senior Systems Engineer at Expedia Group. "Overall, the solution has performed exceptionally well and has been well received by our customers."

Expedia Group now has groups from Finance, Security, Infrastructure, Data Warehouse and customer-facing entities using UAC to automate their business processes. With the time saved on operational work, they are better able to focus their efforts on the development and deployment of additional tools, platforms and features that enhance their competitive advantage. Onboarding times have been reduced from one week to one day and tasks require 50% less effort. Stonebranch helps them save time and increase productivity.

With a far more economical total cost of ownership and a rapid and smooth transition to modernization, Expedia Group experienced a tremendous Return on Automation by switching to Stonebranch.

* **Return on Automation (RoA):** the investment in automation and the right automation tool pays off in a short time and returns many benefits. These include higher efficiency, faster processes, greater process reliability, higher data throughput, seamless integration, and higher production. The overall result is an increase in profits.

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ABOUT STONEBRANCH

Stonebranch provides modern automation solutions that simplify mission-critical IT business processes reliably and securely across complex and diverse IT environments. Stonebranch clients include some of the world's largest financial, healthcare and technology institutions.

Founded in 1999 and headquartered in Atlanta, Georgia, Stonebranch has offices throughout the world, including the US, Germany, Canada, United Kingdom, Netherlands, Greece, Spain, and the European headquarters in Frankfurt, Germany.



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