



customer case study

Saudi Arabian Airlines
Jeddah, Saudi Arabia

Saudi Arabian Airlines Improves Customer Service with BlueZone Access Server and HostFront

Saudi Arabian Airlines, one of the largest airlines in the Middle East, wanted to let their reservation agents deliver better customer service by making their mainframe-based reservation system more accessible while improving its performance and response time.

To access the reservation system on the mainframe, Saudi Arabian Airlines had been relying on an expensive solution based on various networking technologies that was proving less than ideal. As their communication costs were adding up and their networks were reaching maximum connection capacity, the company was faced with having to continue supporting costly and outdated communication protocols.

Seamless, Cost-efficient and Risk-Free Deployment

Saudi Arabia Airlines chose to replace their existing solution to access the mainframe with Seagull Software's BlueZone Access Server.

BlueZone Access Server was implemented for Saudi Arabian Airlines' world-wide airline reservation agents to provide secure, Web-to-host access to applications running on the IBM zSeries platform. Reservation agents are now able to access the reservation application by simply opening Internet Explorer.

For high availability and scalability, Saudi Arabian Airlines leveraged the clustering features in BlueZone Access Server, which ensured that user productivity remains uninterrupted in the event of hardware or software failure. As a result, all mainframe users started using Internet Explorer to connect to a myriad of mainframe applications and services such as display, printer, and file transfer.

To further enhance their system, the Farabi Professional Services team, a Seagull Software business partner for Middle East region, assisted in deploying the printing capabilities of BlueZone Access Server for printing bag tags and boarding passes.

With BlueZone Access Server's nearly transparent installation, Saudi Arabian Airlines got up and running quickly without disturbing ongoing operations. Since BlueZone Access Server features a small footprint and relies on TCP/IP and HTTP protocols, Saudi Arabian Airlines moved seamlessly to the new solution. And as Saudi Arabian Airlines continues to grow, their network administrator can now effortlessly support a growing number of users thanks to the ease of installation, centralized deployment, and the small size of the client.

As one of world's major airlines and the largest airline in the region, Saudi Arabian Airlines carries over 15 million passengers to more than 70 destinations in the Middle East, Africa, Europe, North America and Asia.



Mainframe Integration with HostFront

Additionally, the Saudi Arabian Airlines Marketing Automation Division - the group responsible for devising and executing customer strategies that help Saudi Arabian Airlines meet the expectations of their growing customer-base - implemented Seagull Software's HostFront to provide mainframe integration. HostFront facilitated a number of automation projects and empowered programmers with tools that helped them focus their effort on building and improving value-added solutions rather than spending valuable time writing adapters to integrate with the mainframe.

Offering seamless integration with Microsoft Visual Studio .NET, developers used the HostFront plug-in with Visual Studio .NET to build a new user interface for Saudi Arabian Airlines aging reservation system. The new system, called SmartRes, was rolled out more than 300 concurrent users in multiple locations, and exceeded expectation in terms of rich functionality and user-friendliness. The new solution provided tremendous benefits to both internal users and external customers with features such as:

- Unified WAN protocol - IP is the only protocol on the LAN and the WAN.
- A centralized host access solution, featuring a single point of management for all mainframe host access.
- Reducing the number of support calls and visits, with respect to mainframe application access per month.
- Redundancy and load-balancing.
- A single vendor solution that provides both terminal emulation and mainframe integration options out of the box.
- A reliable platform that leverages mainframe legacy assets and exposes them in B2E solutions.
- Transforms call center agents to be more sales- and customer-oriented rather than being computer- and transaction-oriented.
- Enforcing continuity in executing reservation policy and procedure.
- Increasing reservation agents' productivity.

About Farabi Technology Middle East (a Seagull Software Distributor)

Established in 1993 in Dubai - UAE, Farabi Technology Middle East LLC is a regional provider of products and solutions focused on the legacy host access and integration domain. Its proven expertise in legacy integration and impressive record of accomplishment in high-transaction environments makes Farabi a key provider to the governmental, airline, banking, and finance industries. Farabi counts in excess of 140 clients throughout the Middle East, North Africa, and South West Asia. In addition, Farabi offers complementary consulting services in transactional integration projects and implementation around Microsoft's Host Integration Server and BizTalk Server.

Farabi Professional Service Group strives to provide unlimited possibilities based on e-business and Web-based initiatives to help organizations extending their legacy data to partners, customers, employees through distributed systems. Working in partnership with our clients, Farabi's connectivity and e-Business Services are designed to help organizations develop and deploy data communication and e-business solutions. For more information, please visit www.farabi.ae.



Seagull Software specializes in powerful technology for connecting proprietary legacy applications to service-oriented architectures in J2EE and .NET environments. The LegaSuite® platform of integration, Web-enablement and terminal emulation solutions reflects over 14 years of legacy liberation experience, and is used by over 8,000 organizations around the world for business-critical operations.

Every day, millions of end users depend on LegaSuite for online banking, relocation services, e-government, insurance claims processing, cable/utility/telecom call centers, kiosk bill payment, online order processing and many other important business processes.

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