

Sabre Holdings

Be brilliant on every trip



Sabre Holdings

Southlake, Texas
www.tripcase.com

Results

- Strengthened brand through deeper user engagement
- Accelerated time to market by building once and deploying everywhere
- Enabled small team to streamline agile development process
- Integrated vast array of technologies into one intuitive user interface
- Accelerated testing and review cycles across teams

Travel technology giant uses Adobe PhoneGap to deliver TripCase mobile application, creating new ways to improve travel experiences

Keeping track of itineraries, weather delays, e-tickets, boarding passes, ground transportation, and hotel reservations can be overwhelming for even the most seasoned traveler in today's cyber-dependent environment. Now, Sabre—a global provider of travel technology used by more than a billion people—is using advanced mobile technology to improve the overall travel and destination experience.

TripCase is a free web and mobile application for travelers built for Apple and Android™ platforms using several developer tools, with Adobe PhoneGap playing a leading role. It works by collecting and organizing a traveler's entire journey—flights, hotels, ground transport, activities, restaurants, meetings, and more—so travelers can easily view their entire trip in one place.

TripCase makes sure the traveler is prepared and connected by keeping an eye on each trip—providing flight status and changes, gate updates, destination weather all via timely, automatic messages. In many cases, flight delays and changes are provided to the traveler before they are even announced by airlines.

TripCase integrates with Sabre's global distribution system (GDS) so travelers' itineraries are automatically populated in TripCase, thanks to the TripCase Connect platform used by thousands of Sabre partners. This means travelers making reservations with a TripCase partner avoid manually entering each trip. TripCase travelers are never alone. They can access trip details anywhere, anytime—even in flight.

Building a home to collect all travel details

The multichannel, optimized version of TripCase built with PhoneGap has been thoughtfully designed to address common traveler needs before, during, and after their trip. "Sabre has been developing technology for the travel industry for more than five decades, so we've got a pretty good idea of what travelers want and need, and how to get this to them," said Ben Newell, product director at TripCase. "Using Adobe PhoneGap, we're leveraging the power, reach, and opportunity of mobile devices to create a single home for collecting and storing all of your travel information in one place. A lot of users have told us it's like a 'personal travel concierge,' which is a great way to think of TripCase."

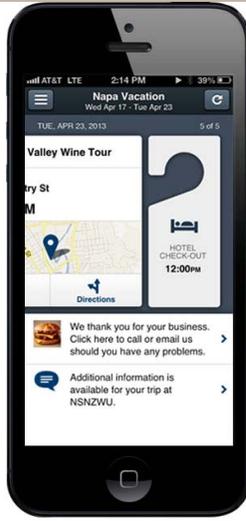
More than 1.5 million travelers have responded positively in the first few months since the release of the new application built with Adobe PhoneGap. Currently, checking seat maps and weather are the top tools used in the app.

Rapid, integrated cross-platform development

The latest streamlined version of TripCase brings together previous versions of the application built using a variety of web tools for various devices, all sharing a Ruby on Rails back end. In the past, a small team of developers had to program with HTML, Objective C for iOS, Java™ for Android, and also create a BlackBerry® application with other developer tools. The time and effort required to handle all the different iterations of TripCase presented maintenance, staffing, and architectural challenges.

Sabre wanted a new way to efficiently create a single product that could be built once and deployed across all mobile platforms, including mobile web, while delivering a consistent, high-performance experience to all users. The project's goals included reducing development complexities, accelerating time to market, and streamlining the ongoing delivery and marketing of product updates across platforms.

The TripCase app, built using Adobe PhoneGap, provides a home for all trip details needed for a successful trip.



"Using Adobe PhoneGap, we're leveraging the power, reach, and opportunity of mobile devices to create a single home for collecting and storing all of your travel information in one place."

Ben Newell, product director, TripCase

Challenge

- Streamline developing multiple iterations of TripCase app
- Integrate data from vast array of systems and technologies for consumers, travel professionals, suppliers, and industry partners
- Create solid foundation for future app enhancements
- Develop innovative products and services to serve consumers

Solution

- Standardize on Adobe PhoneGap platform to rapidly build, deploy, and market one suite of desktop, web, and mobile web applications from a single back end across all devices and platforms
- Use Adobe PhoneGap Build to give multiple teams easy access to builds across devices and platforms using a collaborative workflow

Systems at a glance

Adobe PhoneGap
Adobe PhoneGap Build

For more information

www.phonegap.com

While the TripCase team briefly considered other toolsets, PhoneGap stood out for its ease of use, and for driving obvious efficiencies by having all team members working on one code base and simultaneously deploying products across platforms. The team accelerated its process using Adobe PhoneGap Build™ during early stages of the project, which provided business teams and quality testing teams with easy access to iterations and builds on multiple devices.

The application still leverages Ruby on Rails to power the desktop website and to provide data to the mobile clients, while PhoneGap wraps the single HTML5 application for both iOS and Android platforms. Written in HTML5, the mobile codebase uses JavaScript libraries such as Backbone.js and RequireJS.

Plug-ins and hybrid development

The team also appreciates the ability to use plug-ins for providing a single way to add features and have them work the same across different platforms. For example, the TripCase app uses a plug-in to provide a consistent way of handling Push Notifications across platforms. In addition, Adobe PhoneGap provides the team with the ability to leverage additional native functionality by creating custom plug-ins.

"Adobe PhoneGap enabled us to cost-effectively provide a new version of TripCase, integrate the global array of Sabre partner services, and will serve as our standard platform as we anticipate travelers' needs in the future," said Rohit Gupta, director of the mobile development team at TripCase.



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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