

BUSINESS SHOWCASE : DATAART

SIMON COCKING OCTOBER 1, 2017

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By [@SimonCocking](#)

Describe the company – the elevator pitch ...

DataArt is a global technology consultancy that has earned the trust of some of the world's most well-known companies. From design to implementation and support, DataArt develops unique software solutions that help our clients take their businesses forward. Across the world, we are recognised for our deep domain expertise and the superior technical talent of our staff. DataArt teams create new products and modernise complex legacy systems that affect technology transformation.

The Travel and Hospitality practice works closely with its partners in the sector delivering the clever use of technology processes for greater efficiencies and competitive edge.

How are you different?

Beyond our dedication to our clients and the best-in-the-business technical talent, DataArt's cross-sector expertise means we can bring best practice from multiple industries to bear on behalf of our clients. We work across financial services, healthcare and life sciences, media and

entertainment, telecommunications, betting and gaming and IoT, as well as travel and hospitality.

We are highly skilled at leveraging the skills acquired across the sectors we operate within and this cross-sector approach means our clients benefit from tech developments across the world and, with our help, can be at the forefront of their sector by applying the best of what is happening elsewhere.

Where are you based?

DataArt has 20 global locations across the USA, Europe and Latin America. I predominately work for our London office but regularly visit our locations across the world.

When was the company launched?

We were founded 20 years ago this year as a small office in New York with an operation in Russia. In those 20 years we have grown to a 100 million USD enterprise, and with a work force of over 2,400 we service some of the largest companies in the world.

What have been your biggest wins to date?

Across travel we work with many major travel companies including Travelport, HotelTonight, Skyscanner, JAC Travel, TrustYou, Miki Travel, oneworld alliance and Blacklane, to mention a few. Across the business clients in other sectors include Ocado, Nasdaq, Canonical, S&P, United Technologies, Apax Partners, Monex Europe and Betfair. Our biggest win is not a client acquisition but how we have grown from a small operation to a global force in technology, while maintaining our unique corporate culture.

DataArt is not just a company, it is a journey, and even a family. We often start small and grow from there. Building trust and increasing our domain knowledge is core, and key to our successful partnerships across all verticals.

What type of people (market segment) are you trying to attract to your product?

We attract both established travel and hospitality companies that wish to improve the way they deliver their services to their users through bespoke, joined-up technology, those we wish to address legacy systems that need to be migrated into modern platforms and those who wish to partner with the brightest minds in travel technology to push the boundaries of the next technology frontiers. In the modern economy every company has to be a technology company. It is no longer good enough to be the best at what you do, your tech provision has to be market leading as well.

No matter what sector a firm is in, the current state of play means that their digital transformation plans must be at the core of what they do. The type of clients we like and want more of are those such as Skyscanner, which leads from the helm as well as more traditional firms, which are undergoing major transformations.

Tell us about your team?

At DataArt, the career path is an exciting one. We pride ourselves on extremely high staff retention rates often not seen in our line of work.

The Travel and Hospitality Practice brings together a diverse range of skills, from top architects who advise senior clients

on strategic decisions at the top to highly-trained and dedicated developers who bring their skills to the implementation phase. Strengths are complex technology issues and custom-tailored systems for travel and hospitality enterprises. The team is a world-class leader in delivering efficiency gains through the latest systems and technology.

What are your long term plans for your product/company?

DataArt is a rapidly growing and moving organisation. Over the past 20 years we have gone from strength to strength. We are a tech firm that survived and thrived through the dot-com bubble bursting and a firm founded to service financial services who did the same through the global economic crisis starting in 07.

Over the next few years, we will continue to grow and service more clients. Already we have earned the trust of some of the world's best known companies. In my practice, Travel and Hospitality, this includes the oneworld alliance and Skyscanner. In the coming years we will continue to provide a best-in-the-business service to more and more clients.

What are your favourite tech gadgets?

In general I eagerly follow AR and AI tech developments. The possibilities are endless. I do not fear technology, I embrace it. For immediate fun and thrills I love GoPros. Almost any sporting activity imaginable is enhanced by these types of devices.

What tech gadgets do you wish you could use to help you?

I would love a technology which could type as fast I can speak – that could create of full transcription without spelling mistakes! And, even better, an AI or AR technology with the capability of significantly improving my eyesight – this would enhance my life and be a massive revelation at every level, in sports activities like skiing, with my children and so on. And I reckon we might be close.

Anything else you'd like to add/we should have asked?

The most important thing to us is how we work with our clients, and helping them to take their offerings to the next level. Job satisfaction is everything and we have been very lucky to work with some of the industry's finest operators.

How do people get in touch with you?

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Original article can be found here:

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