

DataArt: Pharos Case Study

About the Client

Pharos is a leading provider of software solutions for e-Commerce travel trading, with rail, tour, ferry and accommodation operators among its clients. It provides customers with solutions working to high performance, industry standard protocols in business-critical applications, serving them 24x7, year after year. Pharos has profound experience in connectivity, integration and reservations for transportation, accommodation and holiday packages, together with specialization in secure Card payments and ticketing.

Business Challenge

As mobile usage trends grow, rail, air, tour and ferry operators seek to adopt new technologies to facilitate a connection with the target audiences via mobile devices. Frequent travelers spend hours on the road or on planes with no access to desktop applications and need a mobile booking interface to book tickets on the move.

Pharos needed to build a mobile version of their booking engine to provide new channel opportunities to their existing clients, acquire new customers and increase volumes and overall profitability. To implement the mobile sites, Pharos chose DataArt as a software development partner.

How the Challenge Was Solved

DataArt developed a ferry booking web interface optimized for the iPhone, iPad, Blackberry, and Android. Mobile device users are leveraging the convenience of mobile booking website to research the itinerary and book it quickly and easily.

The mobile website allows the user to:

- Register in the system
- Choose the most suitable itinerary
- Compare prices
- Book the cheapest ferry across the English Channel
- Pay for the ferry ticket

The system was implemented using JSP and Servlets for the server side and jQuery Mobile framework for the client side, with JSON used for communications.

Business Benefits

- The booking website's UI was optimized for mobile devices
- Improved Customer Service via new touch point
- Mobile booking channel offers access to last minute, 'on-the-go' bookings was scaled up

[Register](#) | [Log In](#)



Search

Compare prices and book cheap ferries across the English Channel. You can either select your preferred ferry operator and route of travel or let us compare the fares of P&O Ferries and Eurotunnel between UK (Dover) and Northern France.

Preferred Operator Yes No

Journey type Single Return

Route loading

Outward date

Outward time

Return date

Return time

Passengers



Hello First Last | [Log Out](#)

[Profile](#) | [History](#)

Search > **Results**

You can select an alternative route from the list above.

	£169.00
Route	Depart
Folkestone to Calais	16:06 - 22 August 2011
	more detail

	£59.50
Route	Depart
Dover to Calais	22:15 - 22 August 2011
	more detail

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Search > **Quote**

Outward details

Operator:	P&O Ferries
Route:	Calais to Dover
Departure:	21:50 - 22 August 2011
Arrival:	22:20 - 22 August 2011
Vessel:	PRIDE OF CALAIS
Passengers:	Adult: 1, Children: 0, Infants: 0
Method of travel:	Car
Club Seat	1
Ferry price:	£49.50
Accommodation price:	£12.00
Total price:	£61.50

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About DataArt

DataArt is a custom software development firm that builds advanced solutions for the financial services, healthcare, hospitality and other industries. Combining domain knowledge with offshore cost advantages and resource flexibility, DataArt develops industry-defining applications, helping clients optimize time-to-market and minimize software development risks in mission-critical systems.

With an unrivaled talent pool of highly skilled software engineers in New York, London, Russia and Ukraine, DataArt provides the technical skill, accountability and industry knowledge needed to deliver custom applications on time and on budget.

DataArt clients include Standard & Poor's, Harmonic Fund Services, artnet, Panasonic, Cancer Research, Charles River Laboratories, Betfair, Misys, leading asset management firms and three of the top ten investment banks.

<http://www.dataart.com/>