
Case Study: RCL service-enables business processes, reduces time to market, increases ROI

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Agenda

- Introduction
- Project
 - Background
 - Approach
 - Results
- “Working Smarter”
- Q & A

Introduction



- Partnerships
- Audience polls

Introduction - RCL

- Based out of Miami, FL – IT out of Miramar, FL
- Second largest cruise company
- Operates 38 ships worldwide with 2 coming within the next several months
- 2008 revenue of USD\$6.5B
- Passenger capacity of approx 81,000
- Stock ticker: RCL
- Stock price has increased 4x since the crash 😊

Introduction – RCL – Oasis Of The Seas

- 225,000 tons
 - 60,000 more than Freedom
 - New aircraft carrier is 100,000 tons
 - Titanic was 48,000
 - 1 ton == 2,000 lbs

- www.oasisoftheseas.com



Project Background – Business Vision

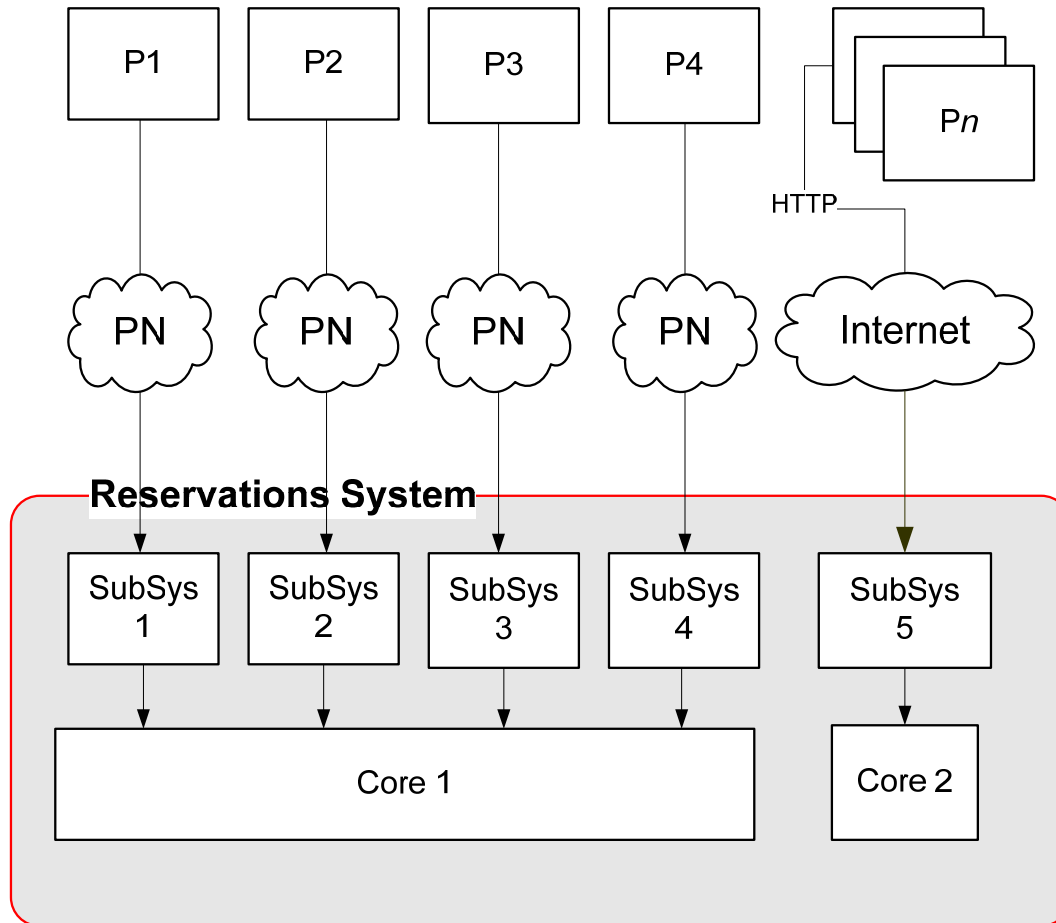
CRUISEMATCH / Cruise API

- Create the next generation, web-based travel agent tool
 - RCI, Celebrity, Azamara brands
- Consolidate five partner-specific reservation subsystems
- Standardize architecture to reduce overall operating costs
- Simplify solution in order to improve overall time to market
- Align with “vertical” industry standards
 - OpenTravel Alliance – www.opentravel.org

Project Background – Scope

- Business components include
 - Cruise, Air, Land-based Tours/Hotels, Airport Transfers, Buses, etc
- Expose existing Cruise functionality for Individuals with enhancements and new Groups (“wholesale”) functionality
 - Shopping
 - Booking
 - Reservations maintenance
 - Travel Agency backoffice
 - Realized through 60+ services
- ~50% of overall reservations

Project Background – System Context



Subsystems

- grew organically or as dictated by partner 10+ years ago
 - comply with each partner's proprietary standards, biz rules, and constraints
 - require p2p links
 - Internet channel is a proprietary RCL standard
- Four other subsystems in use but three were out of scope
 - B2C, internal
 - 1 legacy to be sunset

Project Background – Constraints

- Timeline
 - Deliver in ~14 months

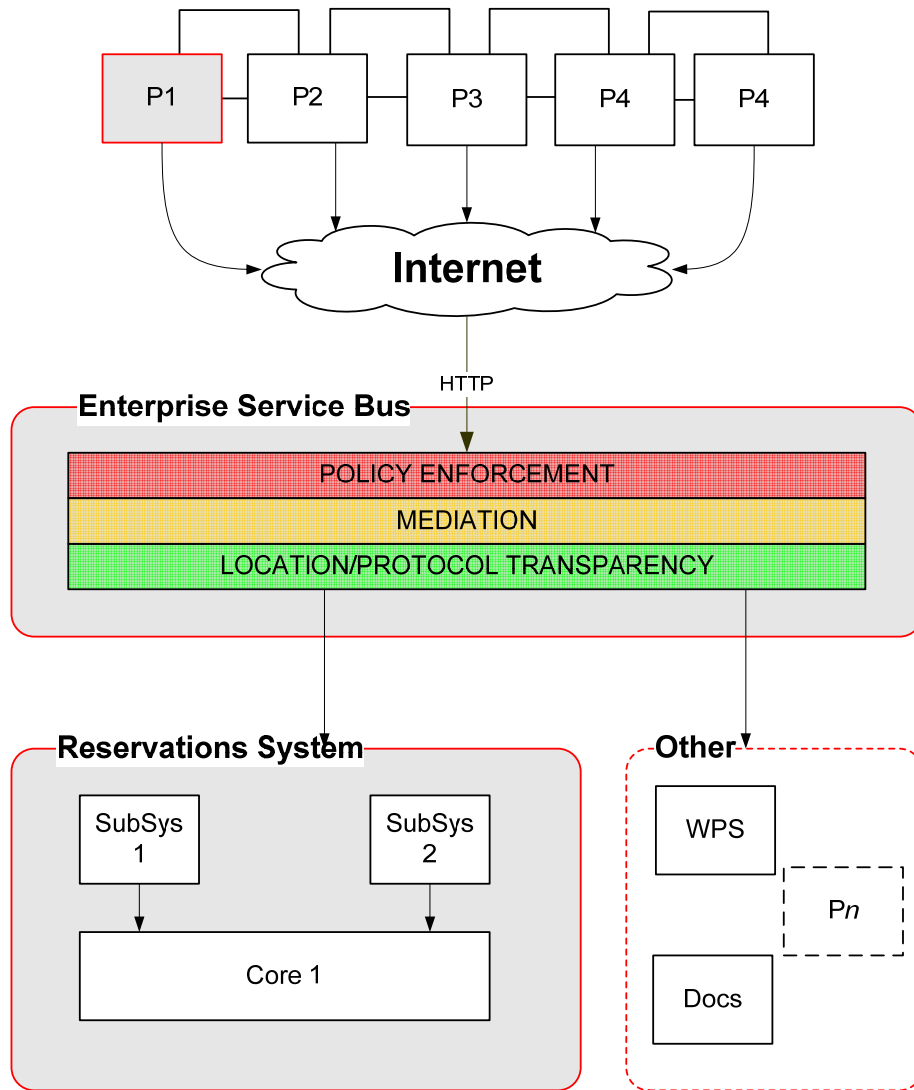
- Budget

- Architecture
 - Meet/exceed existing SLA baseline
 - Use industry standard message/data model
 - Establish the strategic enterprise framework
 - Foundation for further future consolidation and standardization

Architectural Approach

- Reuse
 - Leverage legacy system
- Consolidation
 - Collapse multiple subsystems in order to reduce redundant logic
- Simplification
 - Design for public interface ease of use
- Standardization
 - Deploy on common, value add platform investing in open standards, canonical model

Architectural Approach – Target Architecture



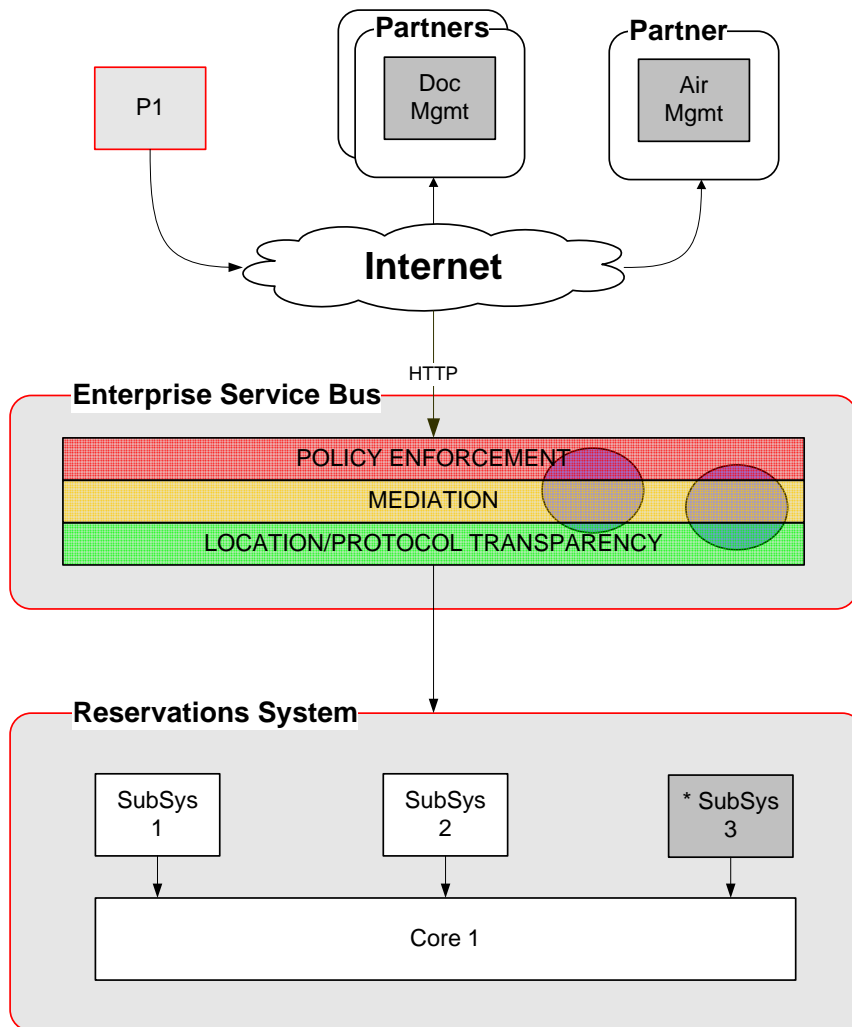
- Big value
 - Strong focus on business alignment
 - Technical and functional consolidation leads to efficiencies
 - Much shorter enhancement cycles
 - High service portfolio reuse
 - Internal applications are just another partner

- Drives partner change but implementing vertical industry standards provides for
 - High code reuse from partner across providers
 - COTS software deployment
 - Improved time to market once converted
 - Strategic investment

Outcome

- Success!
 - IBM and Perficient's commitment to RCL partnership was key in the overall success of this project and others
- Enhancement, defect resolution, and regression testing costs have decreased ~30%* while time to market has improved
- Currently transitioning B2C clients to new Cruise API service portfolio
 - Further system simplification and service reuse
 - Will allow for the decommissioning of one more internal subsystem
 - Leverages 100% of existing investment / no infrastructure costs
- Increasing revenue by exposing new brands across platform

Strategy Realized: New Projects, Same Architecture



- Ability to modify business processes with minimal impact to service consumer
- Provides for loose coupling to legacy system
- Consistent operational model
 - Performance
 - Security
 - Monitoring
 - Support/maintenance
- Improved
 - Business satisfaction
 - Availability
 - Staff efficiencies

Strategy Realized: New Projects, Same Architecture

- Choice Air
 - Recently deployed significant business process change for Air vacation components
 - Follows Cruise API services model
 - Built on both technology and industry open standards, canonical model
 - Business use cases involve process orchestration between both RCL and external partner systems in real-time
 - Leverages 100% of existing investment / no additional infrastructure costs

Strategy Realized: New Projects, Same Architecture

- Guest Documentation Revitalization (In Progress)
 - Currently refactoring existing generation and fulfillment business processes
 - As-Is operational model similar to legacy partner model
 - Moves from partner specific interfaces to partner plug-and-play
 - Increased flexibility
 - Integration labor costs reduced by over 25%
 - Leverages 100% of existing investment / no additional infrastructure costs

Q&A

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