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PROJECT TYPE
SaaS

TECHNOLOGIES
Ruby on Rails, JavaScript, CoffeeScript, PostgreSQL

DURATION
Ongoing 30 weeks

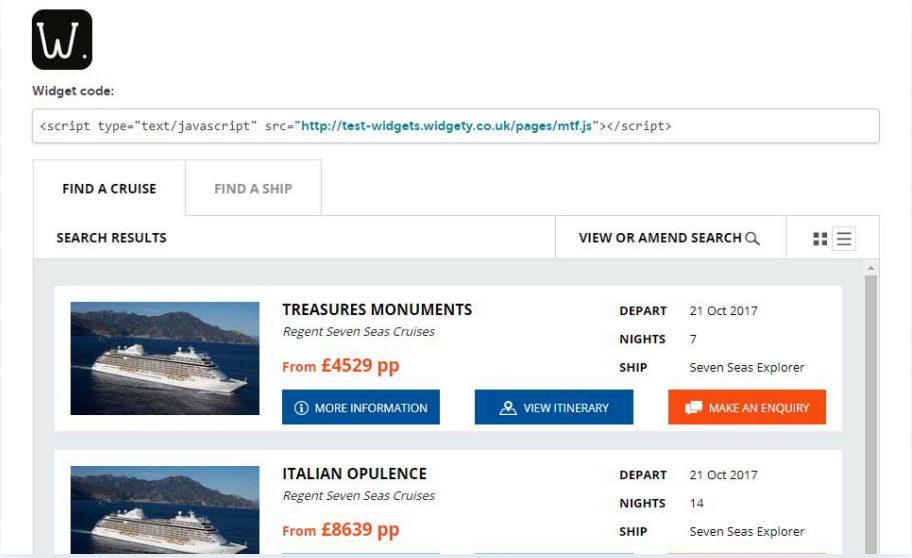
TEAM
1 Project Manager
1 Senior RoR Developer
1 Middle RoR Developer

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Client: Widgety
Industries: Travel, Cruise and Tourism
Region: The UK
Website: widgety.org

Widgety – content library for tourism, cruise and travel

A rebuild of Widgety's cruise content library that cut travel vendor integration time by ~40% and attracted ~30% more vendors and agents – enabling more cruise data to reach more booking websites.



Project background

Before contacting SumatoSoft, the Client worked with another development team, which led to the following issues in the development process: performance and reliability issues, complexity of adding new features, and low level of development transparency.

Business challenge

The business had two main challenges to overcome:

- ✓ To make data gathering possible about various cruises, cruising ships, and tourist events in one place. These data had to be delivered via an API.
- ✓ To integrate and upgrade a special widget constructor that allows travel vendors to submit the info on cruises using a widget.

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We tried another company that one of our partners had used but they didn’t work out. I feel that SumatoSoft does a better investigation of what we’re asking for. They tell us how they plan to do a task and ask if that works for us. We chose them because their method worked with us.

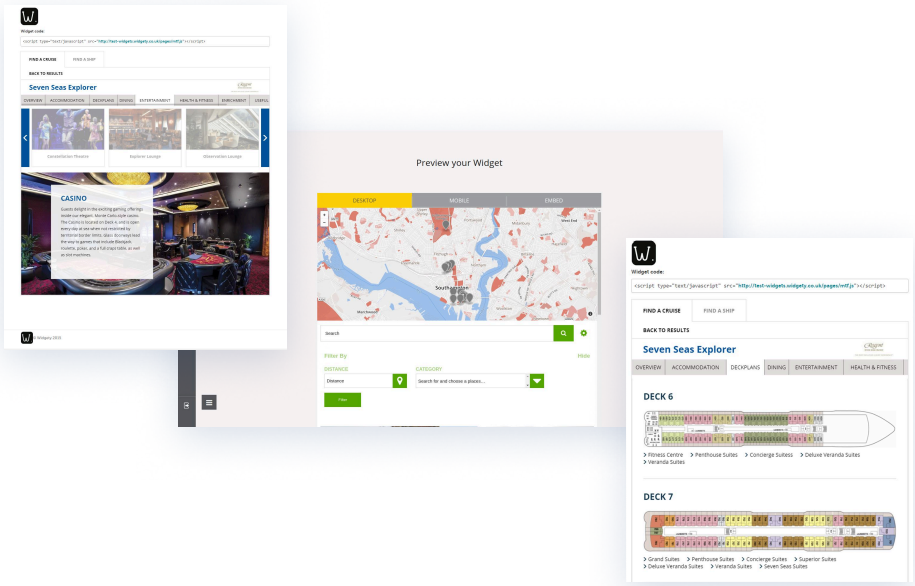


Damian Gevertz
Founder & CEO,
Widgety

Our solution

We had to optimize the solution performance, making it stable for use. Our team implemented new core features:

- Widget constructor allowing vendors to submit the info on cruises quickly via widget.
- REST API, which allows developers to use the data taken from Widgety on third-party websites.
- Additional data sources integration.



Customer's benefits

The overhaul cut platform reliability incidents by ~35% and reduced cruise-content integration time for travel vendors by ~40%, removing the friction that had held adoption back. Subsequently, ~30% more vendors and travel agents joined the platform, broadening the live cruise listing network.

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