

# 360° View of Customers' Travel Expense Helps Avoid Revenue Leakage

A leading global business travel company wanted to develop a data fabric across travel and payment systems to create a 360° view of its customers. Syntel leveraged Big Data to monitor a travelling customer's data from planning, billing, and payment systems, and classify relevant travel bookings to corresponding card expenses.

## CHALLENGES

- Revenue leakage
- Large amounts of structured and unstructured raw data
- Difficulty in extracting meaningful and impactful information from the bulk raw data, including data cleansing and data quality issues
- Delayed updates in big data technologies

## SYNTEL'S SOLUTION

Syntel's Data Analytics practice delivered a sound architecture to bridge the gap between bulk data processing in batch mode and real-time updates in data. Key aspects of the solution were as follows:

- Development of a data lake for invoice, flight, hotel, car, and reference files coming from different source systems such as travel and card
- Data quality check module before loading into Hadoop to ensure authentic data for analytical purpose
- An Optimized Row Columnar (ORC) for faster data retrieval and snappy compression for optimized data storage
- Probabilistic matching algorithms for summary/audit tables
- Linking card transaction and transaction invoicing data for hotel, car, and air

## BUSINESS BENEFITS

**10%** less revenue leakage

**30%** reduction in TCO using scalable big data platform across all the existing applications

- Improved analytics, by integrating multiple data elements within single data repository
- Enhanced view of traveler spend, identification of corporate travel programs and compliance issues
- Single version of truth by leveraging the big data platform

## About Syntel

Syntel (Nasdaq:SYNT) is a leading global provider of integrated information technology and knowledge process services. Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Syntel's digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Syntel's "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

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