

Ecommerce Platform Development Services for a Software Vendor in the Travel Industry

ALTUROS
destinations



edvantis



Intro

Edvantis helped Alturos Destinations extend its ecommerce platform, built on Magento, with new features and deliver certain core functionality as a headless commerce solution via an open API.

The Challenge

Alturos Destinations is one of the main software solution providers for travel businesses in the Alpine region. The company supplies local operators — travel agencies, ski resorts, hotels and transport providers — with a comprehensive set of solutions for managing digital sales and service bookings. By assuming the role of an “enabler and connector,” thereby facilitating collaboration and cross-sales among local travel businesses, Alturos Destinations has helped generate over €337 million in turnover for their customers.

As the product grew more complex, Alturos sought additional [ecommerce expertise](#) to assist with new functionality development and to handle ongoing maintenance tasks.

“After contacting me, Edvantis offered to meet me in person. They were the first resourcing company [to propose that]”.

Michael Saringer,
CEO of Alturos Destinations



Over the years, Alturos has built a robust, extensible, and highly customizable **ecommerce platform** that encompasses a host of sub-services and digital products, ranging from customer support tools to digital marketing engine and a host of cross-channel online sales solutions. The company has also created an ever-growing ecosystem of customers, running different modifications of their software on-premise or in the cloud.

The ecommerce platform had a wide breadth of features and custom extensions, developed over time. However, most of the code was hosted in a single codebase, split horizontally. Such architecture was affecting Alturos’ capabilities to effectively distribute software to new customers, plus hindered the platform’s performance.

Edvantis software engineering team was hired to assist with the **front-end** and **back-end development** of new product features, as well as **API programming**.

Solutions Delivered by Edvantis

From June 2019, Edvantis’ specialists augmented the software development and quality assurance processes at Alturos. Agile teams of 4 to 6 software engineers supported the development of new product features:



New connector for an Experience Bank: An “Experience Bank” is an aggregate pool of hospitality services provided by all operators in the region. Our team built a new “connector” that allows new partners to access these offers and resell them to their customers.



Updated reservation management service that enabled compliance with a new cancelation requirement, which was imposed by the local regulator. The new feature made it easier to refund customers for a canceled “travel package” (featuring multiple services) and notify all service providers from a single interface.



Autoverlad ticket ordering module: Our team helped develop a new convenient interface for booking car transportation services in the region.





“We've been surprised by Edvantis. Their team has performed much better than other [development] resources. My teams have given great feedback on them”.

Michael Saringer,
CEO of Alturos Destinations










One of the most challenging parts of the project was API programming. Our team helped Alturos separate one of its key services — a travel service booking module — from the monolith core to distribute it as an open REST API. Now any customer can easily integrate the booking module into their system to run headless commerce operations. During the migration, we also worked on improving the software’s maintainability to ensure superior performance over the long term.

We Achieved **Great Results Together!**

Within a short time, Edvantis’ team managed to achieve a strong backlog, issue management, and framework alignment with Alturos’ in-house resources. Jointly, we co-created approximately **10 new ecommerce platform features**, highly requested and positively regarded by Alturos’ end customers.

In addition, we helped develop an open API and improve the performance and maintainability of the core ecommerce platform.

Technologies Used:

| | | |
|--|---|--|
|  An Adobe Company |  |  |
|  QUARKUS |  |  Vue.js |
|  JavaScript |  |  MariaDB |