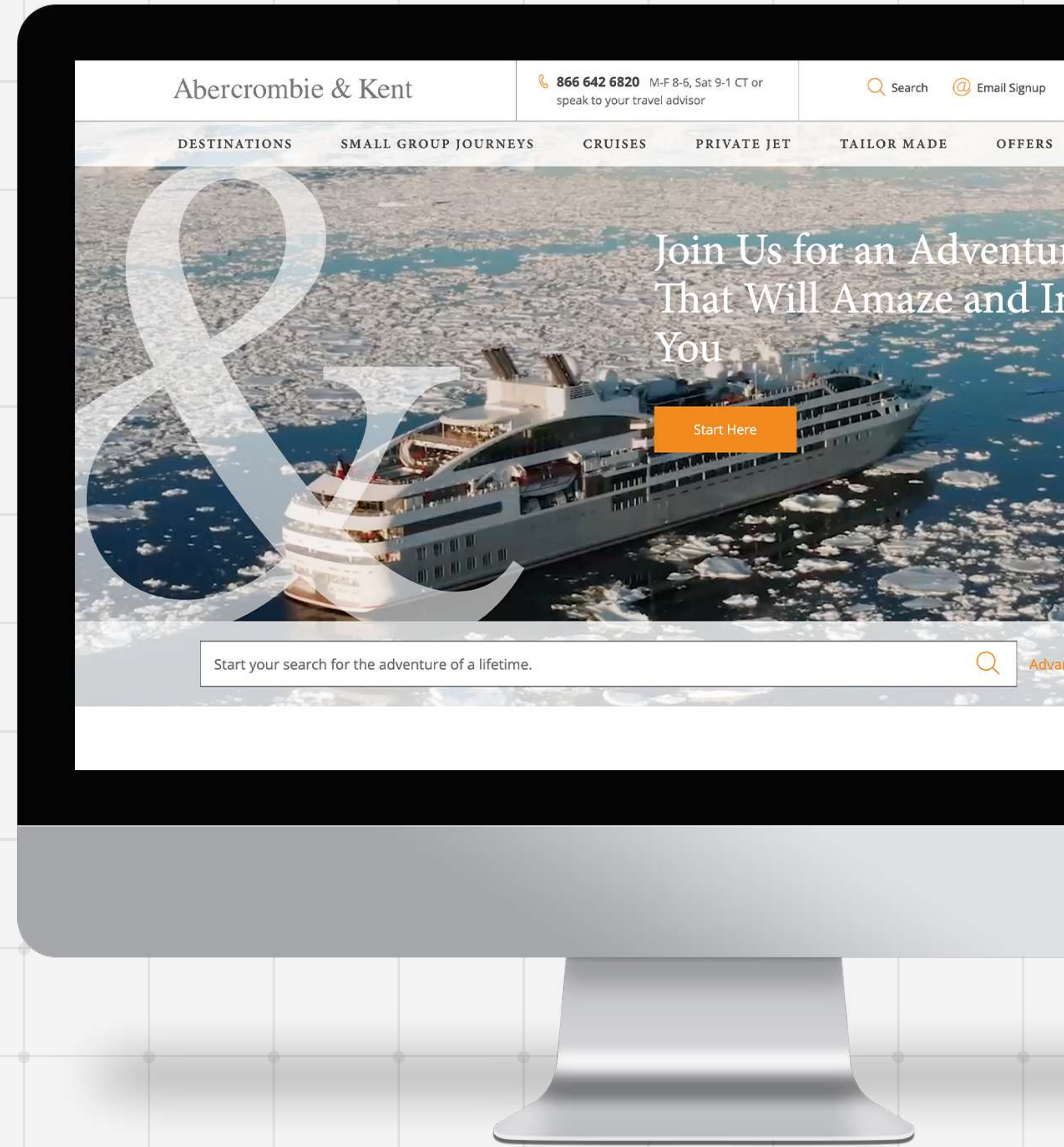


# Abercrombie & Kent

DESTINATION MANAGEMENT



Abercrombie & Kent

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# ABOUT COMPANY/CLIENT

Abercrombie & Kent is a leading luxury travel company with a global presence, offering bespoke and high-end travel experiences to discerning travelers. With a reputation for excellence and personalized services, Abercrombie & Kent caters to the needs of travelers seeking unique and luxurious adventures worldwide.

**Abercrombie & Kent**

Case study

# CHALLENGE AND SCOPE OF WORK FROM VALENS TEAM

Abercrombie & Kent faced challenges in managing and maintaining their existing travel platform, which could not keep up with the increasing demand and evolving market trends. The company required a robust, scalable, and user-friendly platform to manage bookings, itineraries, customer data, and provide a seamless online experience, as well as a reliable software development partner to help them with regular updates and scaling the existing solution. They approached Valens as a potential software development partner to assist and maintain this platform while ensuring high performance and security.



**Abercrombie & Kent**  
Case study

# OUR APPROACH, SOLUTION AND OUTCOME

Valens initiated a thorough analysis of Abercrombie & Kent's existing platform and identified pain points and improvement opportunities. They collaborated closely with the client to understand their specific requirements and objectives.

**Solution:** Valens proposed a team of 3 developers to help with further development of custom-built platform using the technologies, including C#, .NET, Umbraco (a flexible CMS), MSSQL for the database, Azure, Elasticsearch for fast and accurate search, and Redis for caching and real-time data processing.

**Abercrombie & Kent**  
Case study



The team designed an intuitive user interface that ensured a seamless booking experience for travelers.

The key features of the platform included:

- Secure payment gateways for online transactions (Payen, Barclays)
- Personalized user profiles and preferences
- Real-time booking and availability updates
- Integration with third-party travel services for expanded offerings
- User-friendly interface with easy navigation

**Outcome:** Valens is successfully delivering a cutting-edge platform that meets Abercrombie & Kent's requirements with regular feature updates. The new platform is enhancing the customer experience, reducing booking time, and improving the efficiency of backend operations. The platform's robust architecture ensured stability and scalability, even during peak travel seasons. This ensures our long last business relationship and increasing the number of people working on the project in the near future.

**Abercrombie & Kent**

Case study

# BUSINESS IMPACT FOR BUILT SOFTWARE SOLUTION

The introduction of the new luxury travel platform had a significant positive impact on Abercrombie & Kent's business through:

- **Increased Customer Satisfaction:** The platform's intuitive design and personalized features resulted in improved customer satisfaction and loyalty.
- **Streamlined Operations:** The efficient backend system enabled streamlined management of bookings, itineraries, and customer data, reducing manual efforts and errors.
- **Market Competitiveness:** The advanced features and seamless booking experience positioned Abercrombie & Kent as a market leader, attracting more high-end clients.
- **Revenue Growth:** The platform's improved performance and user experience led to increased bookings and higher revenue generation.

**Abercrombie & Kent**

Case study

## TEAM STRUCTURE

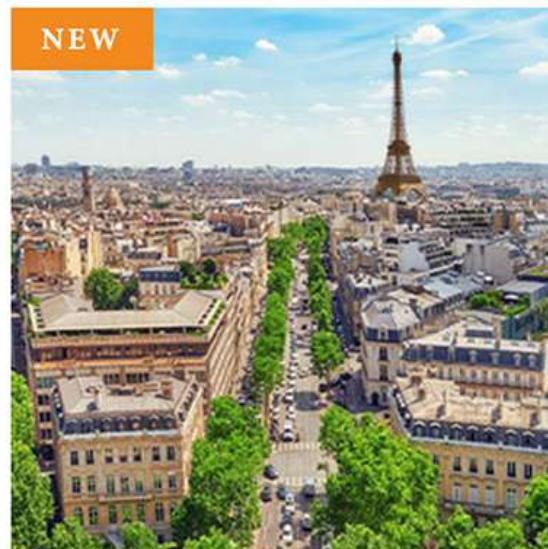
The Valens team for this project consists of 3 highly skilled professionals with expertise in software development, database management, and system integration. The team is collaborating closely with Abercrombie & Kent's stakeholders to ensure alignment with their business goals throughout the project lifecycle.

## TECH STACK

- C# and .NET for robust application development
- Umbraco for flexible content management capabilities
- MSSQL for a reliable and scalable database
- Elasticsearch for efficient search functionality
- Redis for caching and real-time data processing
- Azure Cloud Platform

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# OUR & CLIENT TESTIMONIAL

"At Valens, we take pride in delivering exceptional solutions to our clients, and our collaboration with Abercrombie & Kent was no exception, especially considering A&K's global usage and impact. Our team's dedication and expertise is ensuring a seamless development process, and we are delighted to have contributed to the success of Abercrombie & Kent's business, but also learning along the way while improving the development process together with a client which helps us to better understand the client's expectations and setting the right development steps moving forward.

F.L. - VP of Information Technology

"They are a well organised company with super honesty and a transparent culture. Everything was delivered on time and without any issues. They have been our software development partner for the last couple of years, actively helping and maintaining our daily tech operations."