

» Company Background

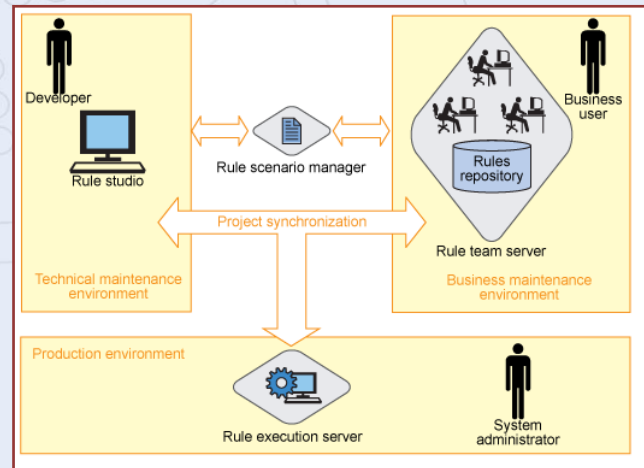
- Apple Vacations is one of the top four operator companies in United States which provides the services of tours and vacations within USA and Europe, including air reservation of seats and booking of hotels to millions of their customers.
- One of the nation's first charter vacation companies, Apple Vacations was founded in 1969.
- In the late 1970s, the company became one of the first to introduce the concept of "all-inclusive vacations" to the U.S. market.
- Awards received include Best Tour Operator to Mexico, Best Online Booking Tool for Travel Agents, Double Eagle Award and Tourism Award.
- Apple Vacations is now a company of almost 2,000 energetic, hardworking employees with regional offices in Chicago, San Jose, and Boston, the company is completely focused on providing quality vacations for their customers.

» Business Needs

1. One of the biggest challenges for the Business Team and Developers to cope with the complex and hard coded business policies in application.
2. Apple vacation provides summer, winter, spring and special packages (100's of deals and promotions) to their customers.
3. Frequently changing business policies and rules environment has always made the stability of the system at risk and time taking to deploy and test.
4. Dependent on technical expertise and round the clock developers and administrators to make changes in system
5. To insure that the business rules defined by management are in fact implemented by developers

» Solutions

- Apple Vacations implemented BRMS IlogJRules.
- Rules are generated much faster and more accurately implemented by Business Team
- Rules frequently updated and deployed on production from Rule Team Server to Rule Execution Server (rule engine) with less dependent on development Team.
- Baseline (snapshots) taken for Summer, Winter, Spring and special packages so that easily can be changed according to season.
- System's stability is maintained by externalizing business logic from hard-coded business application source code.



» Benefits

- Rules are generated more quickly and accurately
- Business logic is maintained separately from application code
- Business team can update rules
- System stability increased due to externalizing business logic
- Secure rule creation and deployment with credentials assigned to different team members.