



CASE STUDY



Eastern Enterprise developed a state of the art mobile application for POSOSHOK, a leading Russian travel company.

About Pososhok

Pososhok is Russia's leading online travel portal, providing a wide range of local and international travel services to the Russian community across the Commonwealth of Independent States. The company was established in 2001 to help tourists find the deals and offers, book flight tickets and hotels, rent a car, buy insurance, transfers and other travel services. Pososhok aims to become the leading travel website not only for Russia but to the world's 250 million Russian speakers.

Project Challenges

Travel companies across the world are mobilizing innovative and cost-effective solutions to harness information technology to market their products and services. Our client also wanted to do this by developing a travel portal with API integration for hotel booking, flight booking, travel packages, car rental, insurance and other services. The challenge in front of Eastern Enterprise team was to develop a custom CMS in PHP integrated with multiple third party APIs and to provide an RSS feed to the iPad App.

Our Solution

Eastern Enterprise suggested to develop a Pososhok Travel Guide that would serve as a one-stop-shop for users planning a vacation and expand the reach of Pososhok into untapped markets. This would include data for various regions/destinations from Expedia, Flickr, Eventful, Foursquare, Flickr, and Wikipedia. It would also allow users to mark destinations as their favourites and to have this information available over the web as well. For the future complexity in the development, Eastern Enterprise set up a scalable architecture framework with customer maintainable technology.

The solution was built using the technology stack:

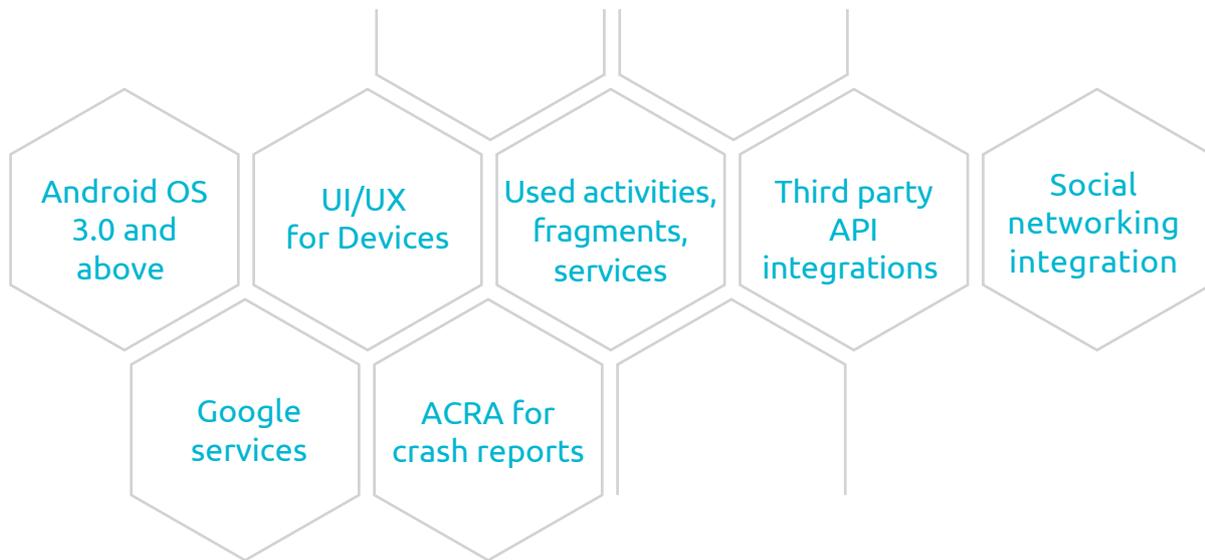
Web CMS



iOS App



Android App



To maintain the quality of the modules, we set up a three level review process. For each module we discussed the approach and possible outcome with the client, got their approval and provided the best and optimized solution. The travel application we built was highly scalable and intuitive with an easy to use interface design that conforms to the best usability and web standards. Pososhok was designed with single-minded determination to ease the hassle of travel planning and shopping and make the best deals in air fare available to users in the comfort of their homes and offices.

End Result

The travel application we developed allows users to do everything travel related from choosing their holiday location, making flight reservations and hotel bookings to return plans – all within one travel portal.

Pososhok is a full-service booking engine featuring an array of functionalities. Not only does it allow to search for and book air tickets, it enables you to thoroughly scrutinize available options, map out your trip

from door-to-door, select the best possible deals as well as self check in to your flight. The portal is considered one of the fastest growing in the region. The mobile end of the portal is seamless and attracts major attention. The app has multiple releases on the app store with every new release enhancing the user's vacation experience.

Key Benefits

- Affordable and cost-effective.
- Better user experience with minimalistic navigation structure.
- Intuitive alerts and notifications.
- Provides solutions to research, plan and book leisure and business travel.
- Better design and service functionality.
- Improved algorithms of processing and data output.
- Simplified search system.
- Maintain complete confidentiality: The latest security systems, processing and keeping the personal data and making payments is added

We were the first Online Travel Agency in Russia, and we wanted to offer our customers a unique personal Offline and Online Travel Guide for their Tablet and Smartphone. The team at EasternEnterprise designed and implemented the server and the client parts. Their team members were professional and experienced at every step in the agile development process. Most of all – the team showed a wonderful team spirit which contributed to the most efficient delivery process.



Jürgen Beckmerhagen,
Pososhok



About Eastern Enterprise

Eastern Enterprise is a Dutch IT service company that specializes in crafting software solutions for startups and S&M enterprises. We are a 250+ strong team of passionate technology artists servicing over 100 clients across Europe to create software solutions that are robust, creative, modern, user-centric, logical and secure.

We specialize in software product development, mobile app development and custom application development for startups. With our mature quality processes, agile development approach and unique engagement model we deliver bespoke solutions for all your business needs.

We work as a trusted technology partner to provide end-to-end solutions for all your software development requirements. We don't simply develop solutions, we craft them for your specific business needs using cutting edge technology platforms.

For more information, please visit:

<https://www.easternenterprise.com>