

# Success WITH CA

Advantage™



**Company Name:**  
Hapimag

**Industry:**  
Timeshare

**Geographic Location:**  
Europe

**Profile:**  
Hapimag is Europe's largest provider of resort co-ownership (or timeshare) properties. With more than 135,000 members, Hapimag offers 5500 apartments in 18 countries.

**Biggest ROI:**  
Reduction of costs per customer contact due to increased self-service and eliminated administrative procedures.

## Hapimag Enhances Customer Service by Moving Applications to the Web

**Challenge:** Hapimag wanted to design a cutting-edge online reservation and information system in order to increase bookings, reduce operating costs and enhance customer experience and convenience. To accomplish this, Hapimag needed to leverage its existing iSeries 400 infrastructure, hardware, business logic and associated processes. Its original iSeries 400 reservation application interfaced with other software packages for accounting and flight reservations, but it had yet to be optimized for the Web and consumer end-users.

**CA Solutions:** Advantage™ Plex for Distributed Systems (Advantage Plex) and Websyidian software patterns

**Problem Solved:** Advantage Plex helped Hapimag quickly and easily port its iSeries 400 applications to the Internet. Hapimag developed the solution in-house using Advantage Plex and Websyidian software patterns. The new software delivers real-time resort availability information, online booking, a point trading auction and more. Within 11 months of the site's launch, approximately 47,000 customers attained logins and passwords for the new application and more than 21,000 vacations were booked over the Web.

**Business Benefits:** Advantage Plex helped Hapimag to control development costs, rapidly deliver a robust solution and ultimately increase occupancy rates at their resorts.



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