Case Study

Seaport Hotel Boston

www.seaportboston.com

atom

Industry
Travelling/Tourism

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"The redesign of Seaport Boston.com included a complete rewrite of our existing website as well as the implementation of a new content management system. This project was technically challenging because it required complex integration with our internal Legacy reservation system. The Atom Group and Mad*Pow worked hand in hand throughout the project to insure seamless continuity from the design of a totally new user interface to the rewrite of the code using a new technology stack. The project was delivered on time and within budget."

John Burke,
Vice President of Technology,
Seaport Companies

Goals and Challenges

To launch a redesign of the Boston Seaport Hotel website that incorporated the needs of the hotel's regular and prospective guests, and that explained their services to various user groups including meeting planners and brides. The Atom Group was tasked to integrate with Galaxy (a third-party reservation management software) to allow users to book a room online and the hotel to properly maintain real-time room and corresponding rate availability. In addition, internal staff wanted to ability to easily update the content amongst various departments at the hotel to provide their guests with the most current marketing/event information.

Solutions

The Atom Group rebuilt their reservation management system in Kentico CMS. Due to the complexity of the reservation management system and the integration with Galaxy, much of the features on the site had to be custom built. The flexibility of the Kentico framework allowed this to happen easily and made for smooth development.

This custom build was used to track their rate codes, schedules, promo rates, etc. Galaxy controls how many rooms are available/type of rooms and manages their onsite hotel reservation mgmt system. The site Atom built using Kentico integrates with all that and pulls it in to an easy to manage web-based system.

Implementing the User feature in the administration section allowed for them to designate approved areas within the website for all people involved.

Results

The improved site look has increased online reservations by over 300%. The sales and marketing team was empowered with a tool to update their site content and keep their guests informed. Boston Seaport Hotel was so pleased with the site launch that they asked The Atom Group to build microsites for their Tamo Bar, Aura Restaurant and Wave Fitness Center using Kentico CMS. Each microsite has unique URLs and is linked to the Boston Seaport Hotel's main site.