

# POWERING THE NEXT GENERATION OF TRAVEL & HOSPITALITY EXPERIENCE

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# WHO WE ARE, DRIVES WHAT WE DO

**3**



Locations  
Netherlands, India & Egypt

**100+**



Clients digitally empowered

**8**



Countries with our clientele  
Netherlands, Germany, Poland  
& Scandinavia

**15+**



Years in the IT industry

**250+**



Strong team of technocrats

**90%**



CSAT Score

**95%**



Easternaut Happiness Score

# OUR DUTCH DNA



## OUR WORD, OUR BOND

We are in it for the long haul.  
Trust us to show up every time.



## DATA-DRIVEN DECISIONS

Data over gut feeling.  
Smarter choices with smarter data.



## LEAN & MEAN

Optimization is part of our culture.  
Lean by design , mean in results.



## TEAM PLAYER

We build strong and personal  
relationships based on trust and  
mutual respect.



## TRANSPARENCY

Our stakeholders know where they  
stand with clear processes and  
realistic expectations.

# INDUSTRIES & SERVICE PORTFOLIO

## INDUSTRIES



Travel & Hospitality



Fintech



Media &  
Advertising



Digital Retail



Supply chain &  
Logistics

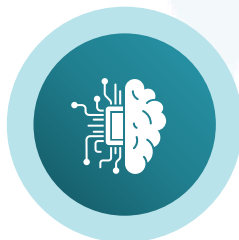


Climate Tech



Health Care

## SERVICES



Data & AI



Cloud &  
Infrastructure



Product  
Engineering

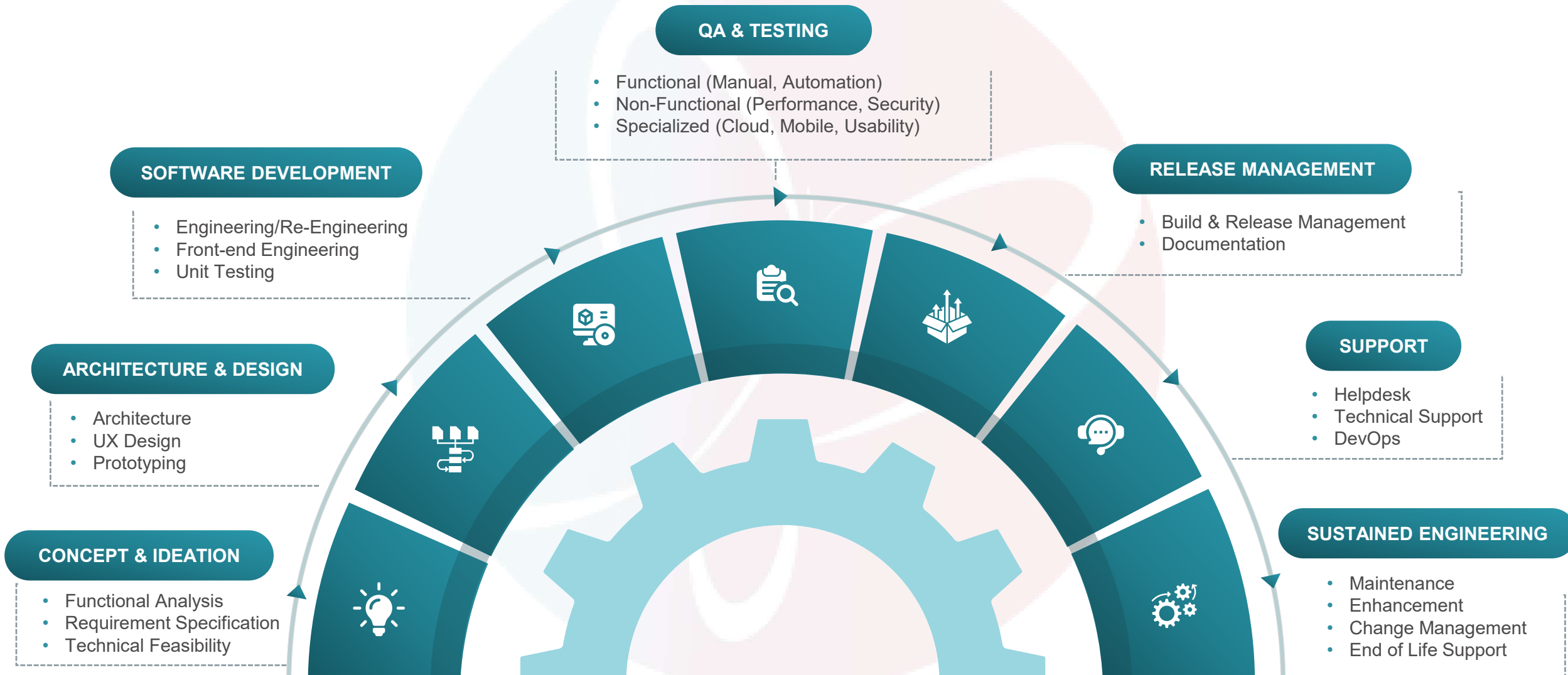


Digital  
Transformation



Platform &  
Integrations

# PRODUCT ENGINEERING SERVICES



# WE BUILD PRODUCTS, TOGETHER



AND MANY MORE...



# WHY EASTERN ENTERPRISE?



## TRUSTED EXPERTISE

### Experienced Team

With deep expertise in new and old technologies

### Proven Track Record

With our very own FinTech product Smartbooqing

### Industry Recognition

4 times FD Gazelle winner



## TAILORED SOLUTIONS

### Customization Flexibility

To meet unique and changing requirements

### Business Alignment

With your strategies and roadmaps

### Scalability

With evolving market dynamics



## SEAMLESS INTEGRATION

### Compatibility Assurance

With existing systems and workflows

### Interoperability Expertise

Aligning systems for smoother data flow

### Change Management Support

To help adapt and embrace



## ONGOING SUPPORT

### Dedicated Account Management

SPOC for personalised attention and support

### Continuous Improvement

Iterative reviews and retrospectives

### Training and Knowledge Transfer

To ensure max. value from solutions, at all levels

## DEEP TECHNOLOGY EXPERTISE

Leverage our established design patterns to adapt to new technologies and evolving customer preferences.

## PARTNER ECOSYSTEM

Build a data foundation you can rely on with our partner ecosystem developed over years as an engineering and implementation partner for leading data technology providers.

## DATA-DRIVEN SOLUTIONS

Accelerate time to value by 60% with our pre-integrated digital mosaic, removing complexity in choice and integration.

# TRAVEL & HOSPITALITY





# TRAVEL & HOSPITALITY EXPERTISE



Various GDSs Integrations



Channel Manager Integrations



White Label Templating  
Engine For Various OTAs



Booking Engine Deployment



Central Reservation System



Security & Performance  
Testing



Business Intelligence



XML Web Services &  
API Integrations



GMS Integration with  
Booking Engine



Secured Payment Processing  
and Payment Gateway  
Integrations



Automated Tour Planner  
& Guest Management



Inventory Management &  
Implementation of  
Multi-channel Strategies

# PROPERTY MANAGEMENT SYSTEMS



# CHANNEL MANAGER



# INDUSTRY CHALLENGES & SOLUTIONS

## CHALLENGES

Personalization Of Travel Experiences

Price Optimization

Flight Delay Predictions

Demand Forecasting

Customer Sentiment Analysis

Chatbots For Customer Support

Route Optimization

Fraud Detection

Dynamic Itinerary Planning

## POTENTIAL DATA SOLUTION

Customer Data Aggregation

Dynamic Pricing Based On Historical Data

Historical Delay Data And Weather Analysis

Historical Booking Data Analysis

Review And Feedback Data Collection

Customer Query Data Analysis

GPS And Route Data Aggregation

Anomaly Detection From Transaction Data

User Preference Data Aggregation

## POTENTIAL AI SOLUTION

Ai-based Recommendation Systems

AI For Real-time Dynamic Pricing

Ai-based Flight Delay Predictions

Time-series Forecasting For Demand

NLP For Sentiment Analysis

Ai-driven Chatbots For Query Resolution

Ai-driven Dynamic Route Optimization

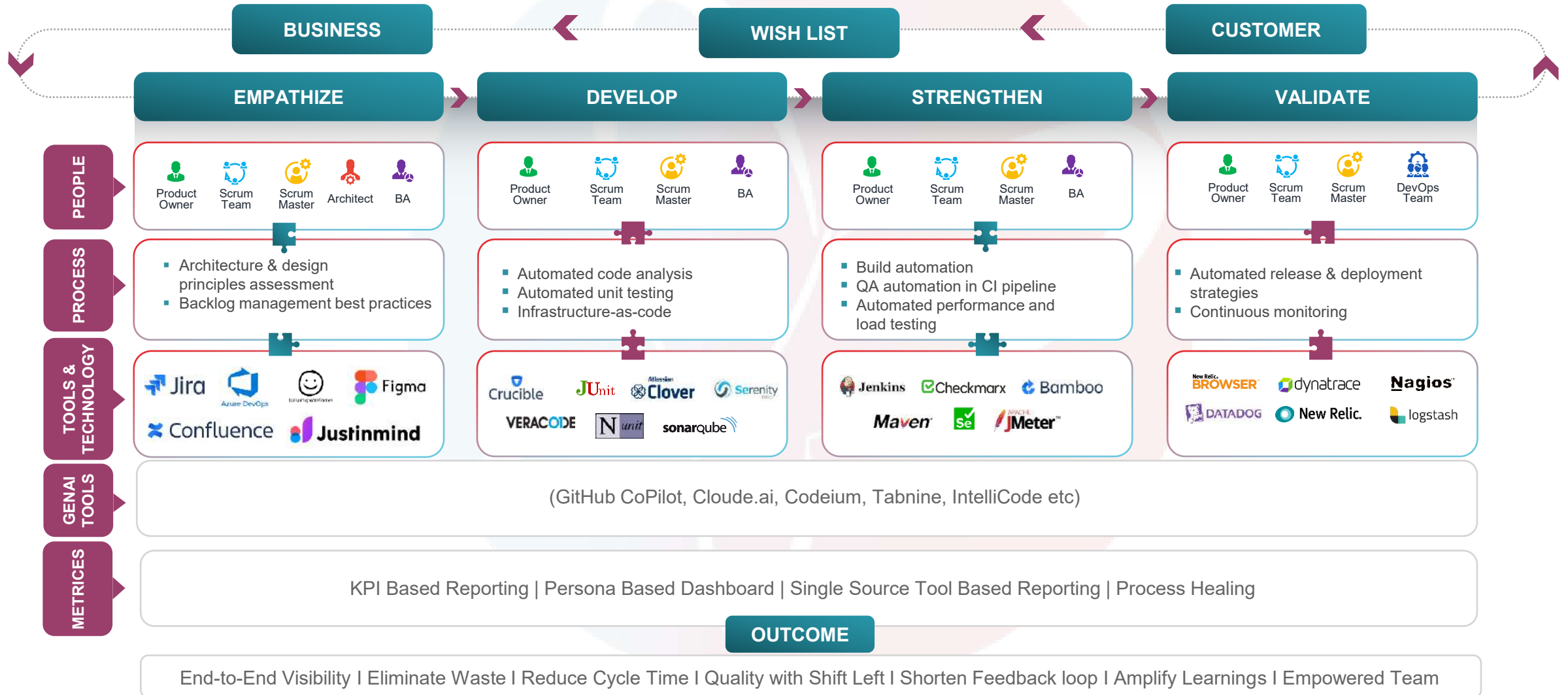
Machine Learning For Fraud Detection

Ai-based Itinerary Generation

# ENGINEERING GOVERNANCE & STAKEHOLDER REVIEW

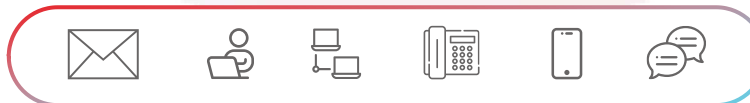


# EASTERN ENTERPRISE - PRINCIPAL ENGINEERING FRAMEWORK (EE-PEF)





# ENGINEERING GOVERNANCE

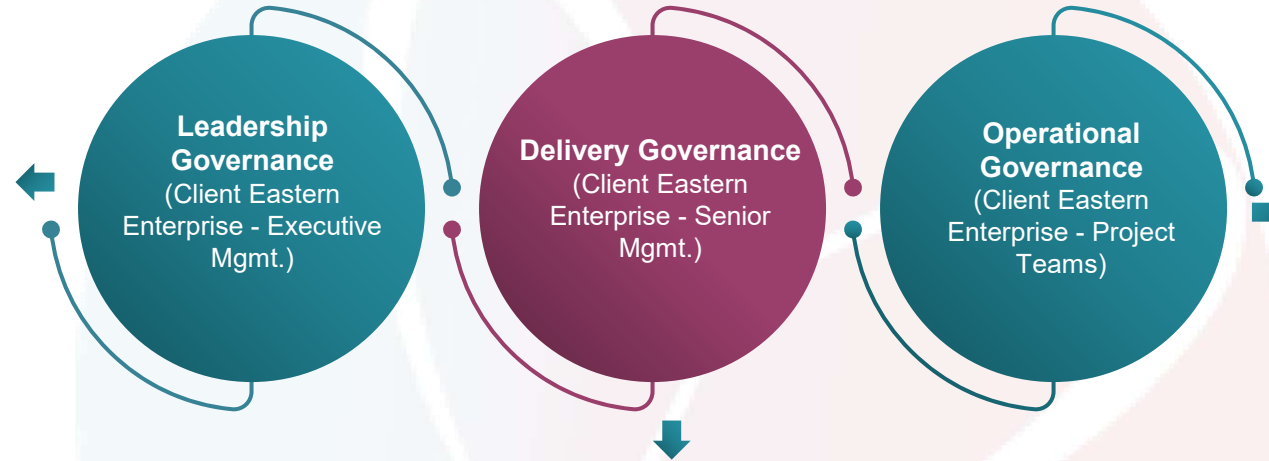


# STAKEHOLDER REVIEW

## MULTI-LEVEL COLLABORATION & TOUCHPOINTS

### Quarterly Business Reviews

- Engagement Progress
- Roadmap
- Risks & Mitigations



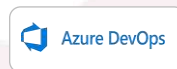
### Monthly Reviews

- Project Health and SLA tracking
- Team Productivity
- Risks & Mitigations

### Daily / Weekly Sync-ups

- Project Report
- Query Resolution
- SCRUM Ceremonies

## DIGITALLY ENABLED COLLABORATION



# CASE STUDIES



# WHAT OUR CLIENTS SAY

## Niels van Deuren

Co-Founder, HousingAnywhere.com

Eastern Enterprise is definitely a suitable IT partner that thinks with you. Eastern Enterprise has provided the necessary support throughout the entire process and the communication went smoothly. We were well aware of the project status and the agreed deadlines were met. We especially liked the flexible operation.

## Kasper Maltha

Founder, MedischeScholing

We are extremely happy & satisfied by the commitment & work done by Eastern Enterprise. They have done a tremendous job in building this application within a short duration of time while with excellence in delivery and operations. The overall collaboration has been very smooth. Our platform has grown explosively in past 3 years. Since 2021, we have on boarded multiple healthcare professionals to use our application.

## Peter Dekker

Chief Financial Officer, ACSI

I would like to express our satisfaction in the cooperation regarding the development of our web- and back-end applications. The project management and the development team did a very professional job. We are satisfied with the solutions given to us and with the communication flow through the projects.

## Rob van Oudheusden

Director Product & Technical, SmartFarming

We are experiencing the collaboration with Eastern Enterprise as very pleasant. We especially like the direct contact with the whole team, their flexibility and commitment. The team always thinks critically along with us to get to the best solution for our situation

## Daniël Tulp

Tech Lead, W/E Adviseurs

As a Senior developer/architect at W/E consultants I can truly say that I have been doing business with them for several years now. They are punctual, quick to respond to queries and deliver what is promised. They are a true partner in our Scrum software development process, and I would recommend working with them to anyone

# OPERATIONAL EXCELLENCE THROUGH AUTOMATION

ACSI is one of Europe's leading campsite specialists. They offer a wide range of services, from campsite accommodation to tour guides & camping pitches across 31 countries.



## CHALLENGE

- ❖ Siloed processes & too many manual paper-based tasks.
- ❖ Manual inspection of the campsites was one of the challenges that were both costly and time-consuming & they were looking to optimize operations.
- ❖ Other challenges included vendor management, provision of a channel for their camp owners to manage their campsites, a data management system, end to end booking engine with PMS integration with third-party organizations.



## OUR SOLUTION

### Booking Marketplace

An end-to-end platform for customers to book campsites and purchase other products

### Inspector Portal

For quality check and amenity information of campsites by Inspectors

### Campsite portal

For campsite owners to manage their campsite placement on the end customer portal via PPC ad promotions

### B2B

End to end Vendor Management Platform

### Guide Production

Platform to retrieve data from the CRM, applies business logic to format the data, and prepares it for printing.

### CRM Dynamics

Single data repository for internal and external stakeholders integrated from various platforms



## BUSINESS IMPACT

- ❖ A cost-effective process for data collection. Approximately \$35 for saving through process automation per campsite inspection.
- ❖ Going digital by converting the manual data collection process to progressive web applications saves time.
- ❖ The solution supports both online and offline channels.
- ❖ Reduced workload/manpower by 50% due to the elimination of paperwork.
- ❖ The portal offers a seamless user experience with search functionality, notifications, feedback, and more, adapting to each user's interaction.

## TECHNOLOGY STACK



ANGULAR 2+



.NET MVC  
API



SERVICE  
WORKERS



QAUTH2



MS SQL



PHP



CHATBOT



DATA SCIENCE



MAGENTO



NLP



REACT NATIVE



# CAMPSITE BOOKING PORTAL & INTEGRATIONS

ACSI and Camping Info are Europe's leading campsite specialists. They offer a wide range of services, from campsite accommodation to tour guides & camping pitches across 31 countries.



## CHALLENGE

- ❖ Balancing inventory, managing last-minute bookings, and ensuring real-time availability.
- ❖ Onboarding campsites, maintaining partnerships, and enforcing quality standards.
- ❖ Delivering a seamless booking experience, ensuring trustworthy listings, and tackling fake reviews.
- ❖ Optimizing dynamic pricing, implementing monetization strategies, and handling pricing disputes.
- ❖ Ensuring secure payments, managing refunds, and supporting multiple currencies.
- ❖ Maintaining high-performance, security, and seamless system integrations.
- ❖ Driving SEO, paid ads, social media, and customer retention.
- ❖ Seamless integration of various PMS, Channel Managers end to end



## OUR SOLUTION

We developed a smart campsite booking platform that simplifies search, comparison, and booking. With our expertise in booking systems and integrations, we've built a solution tailored to address key challenges—optimizing inventory management, streamlining vendor partnerships, enhancing user trust, implementing dynamic pricing, ensuring secure payments, scaling technology, driving customer acquisition, and ensuring regulatory compliance.



## BUSINESS IMPACT

- ❖ Higher Revenue – Increased bookings, smart pricing, and upselling boost profitability.
- ❖ Better Customer Experience – Seamless UX, verified reviews, and mobile accessibility enhance satisfaction.
- ❖ Stronger Market Position – Brand trust, unique features, and loyalty programs drive a competitive edge.
- ❖ Operational Efficiency – Automation, vendor integration, and data-driven forecasting optimize costs.
- ❖ Stronger Vendor Relations – More campsite bookings, transparent policies, and global reach improve partnerships.
- ❖ Sustainability & Community Growth – Eco-friendly listings, local business support, and tourism development.
- ❖ Scalability & Expansion – Multi-region growth, new services, and strategic partnerships drive long-term success.

## TECHNOLOGY STACK



ANGULAR 2+



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REACT NATIVE

# INTEGRATION OF CHANNEL MANAGERS

**Overview:** Bidroom is a disruptive online travel platform based in the Netherlands. It operates on a membership model, offering exclusive deals and benefits to travelers by connecting directly with hotels worldwide, eliminating commissions and providing better prices to its members.



## CHALLENGE

- ❖ Integrating PCI for bulk reservations with specific channel managers
- ❖ Managing communication between systems using different OTA standards.
- ❖ Processing both compliant and non-compliant ARI updates efficiently.
- ❖ Maintaining high application quality.



## OUR SOLUTION

- ❖ Introduced bulk reservation processing via PCI, seamlessly integrated into the client's system.
- ❖ Built adapters (standard and custom) within a microservice architecture to convert diverse ARI updates.
- ❖ Developed a reusable module to standardize OTA communications, connecting hoteliers, channel managers, and customers.
- ❖ Created a comprehensive test suite to ensure continuous quality and functionality across modules.
- ❖ Integrated key Channel Managers like Dhisco, Shiji, SiteMinder, SmartHotel, and others.



## BUSINESS IMPACT

- ❖ Enabled hoteliers and channel managers to support PCI-based bulk reservations.
- ❖ Reduced integration costs and time by over 50%.
- ❖ Enhanced ARI update accuracy and improved response times.
- ❖ Minimized production issues and accelerated time-to-market.

### Channel Managers Integrated

Dhisco, Shiji, SiteMinder, SmartHotel, PremierInn, DerbySoft, Primalres, TravelClick, Rezgain, Omnibees, YieldPlanet, Synxis.

## TECHNOLOGY STACK



Golang



gRPC



MariaDB



MongoDB



RabbitMQ



Behave



Python



Docker



Memcache





**Eastern Enterprise**  
empowering your software

# THANK YOU

