

FROM IDEAS TO IMPACT

# **DIGITALLY TRANSFORMING YOUR SOFTWARE**

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SEAMLESSLY



**Eastern Enterprise**  
empowering your software

# 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

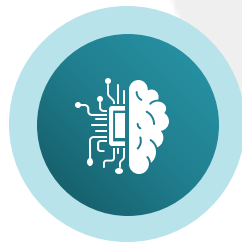


Climate Tech



Health Care

## SERVICES



Data & AI



Cloud &  
Infrastructure



Product  
Engineering



Digital  
Transformation



Platform &  
Integrations

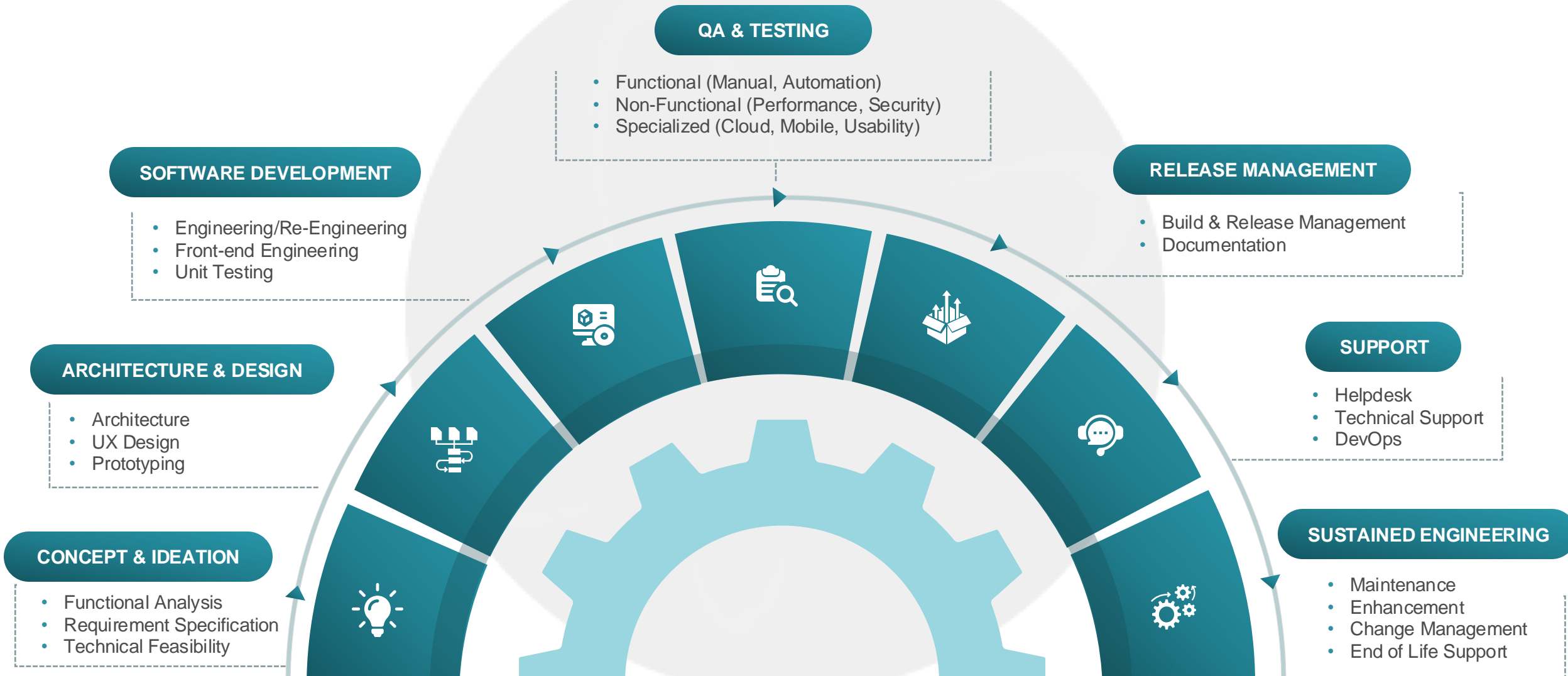
# WE BUILD PRODUCTS, TOGETHER



AND MANY MORE...



# 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.

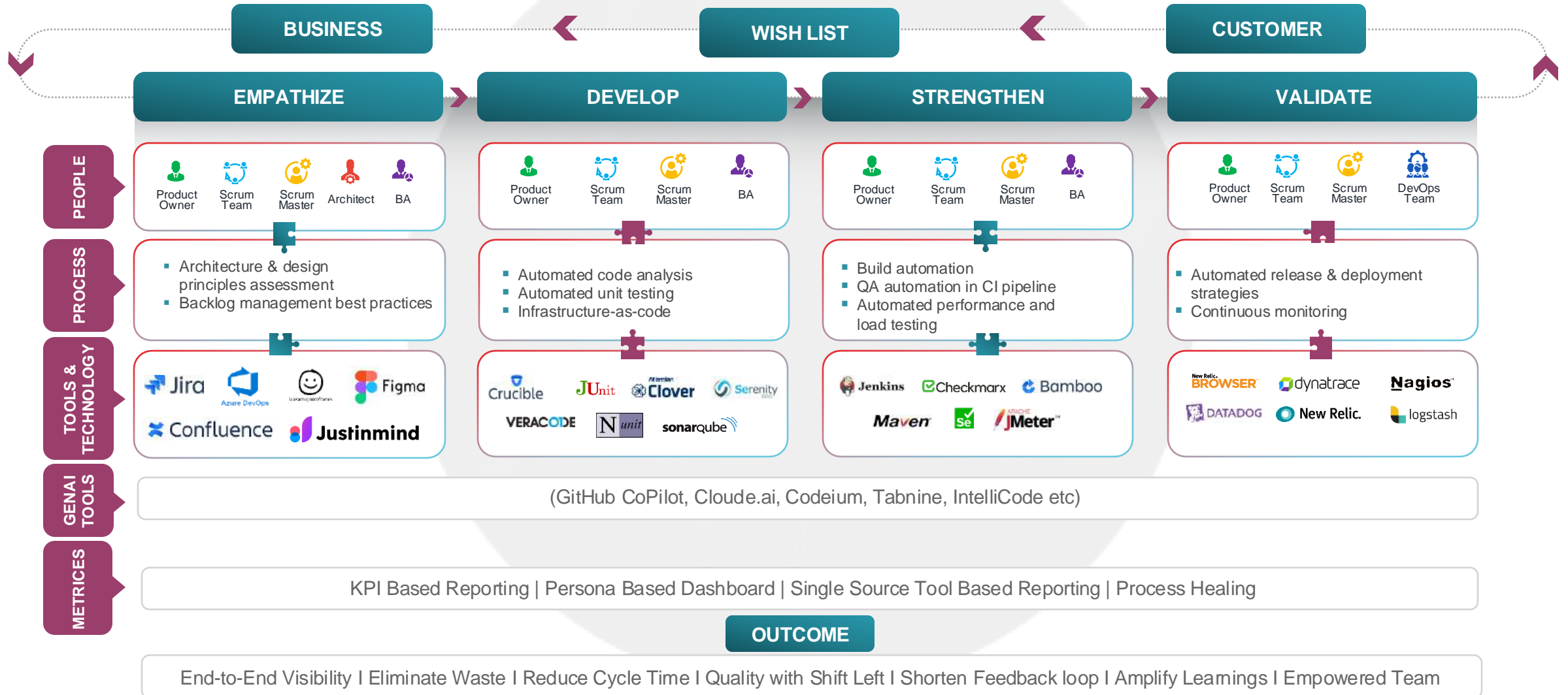


# ENGINEERING GOVERNANCE & STAKEHOLDER REVIEW

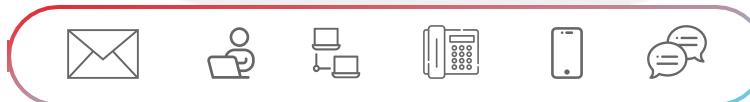
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# EASTERN ENTERPRISE - PRINCIPAL ENGINEERING FRAMEWORK (EE-PEF)



# ENGINEERING GOVERNANCE

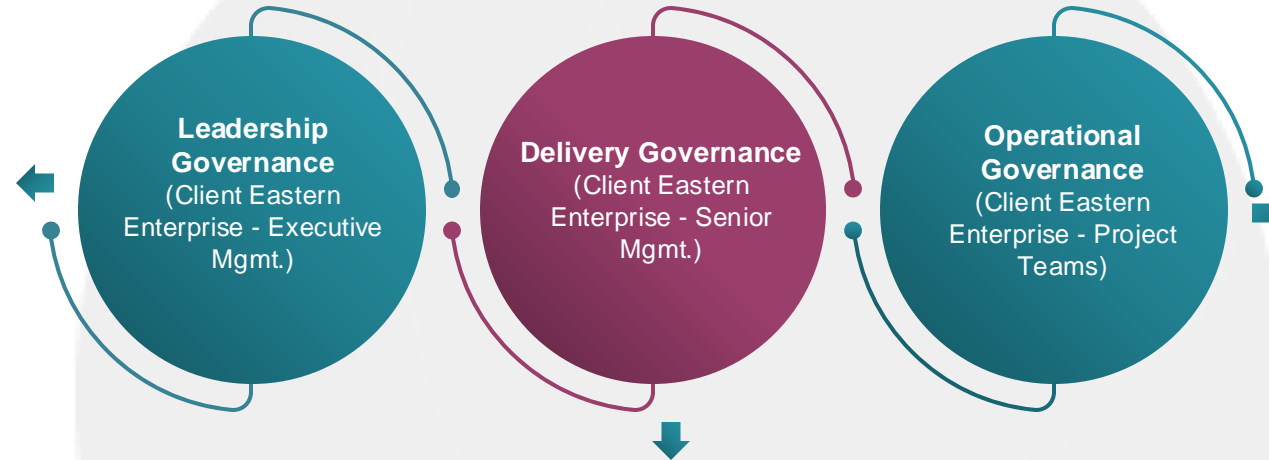


# STAKEHOLDER REVIEW

## MULTI-LEVEL COLLABORATION & TOUCHPOINTS

### Quarterly Business Reviews

- Engagement Progress
- Roadmap
- Risks & Mitigations



### Delivery Governance (Client Eastern Enterprise - Senior Mgmt.)

### Operational Governance (Client Eastern Enterprise - Project Teams)

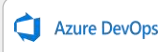
### Daily / Weekly Sync-ups

- Project Report
- Query Resolution
- SCRUM Ceremonies

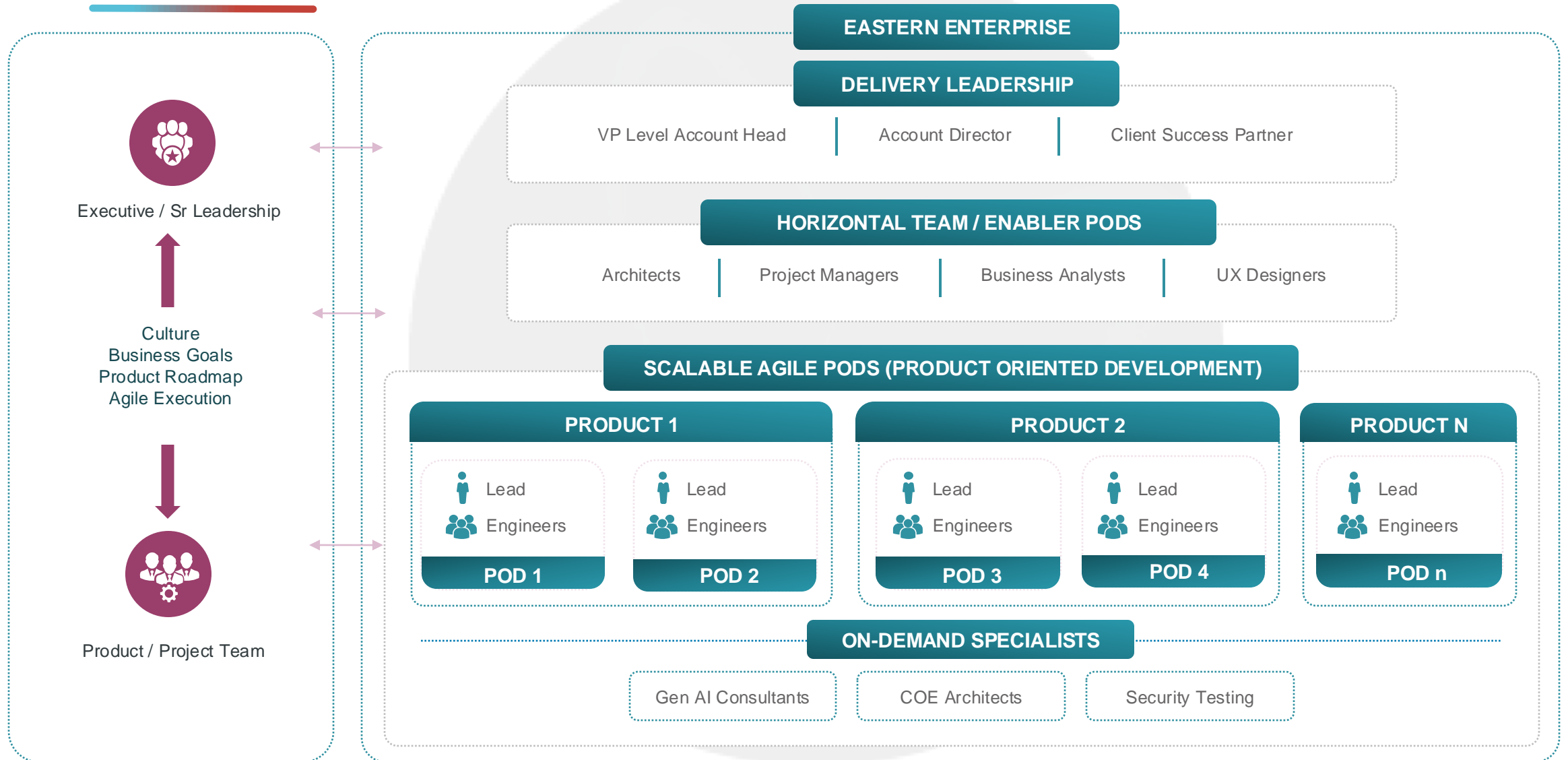
### Monthly Reviews

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

## DIGITALLY ENABLED COLLABORATION



# CROSS FUNCTIONAL ENGAGEMENT CULTURE





# SUCCESS STORIES





# 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

# PARTNERSHIP WITH BAS

Collaborating since 2012, a decade long partnership with consistent team grown to 20 cross functional technocrats, driving core business flows with full ownership.



## CHALLENGE

- ❖ Monolithic ERP system with tightly coupled codebase, hindering improvements and deployments
- ❖ Hosted on data center, handling large data volumes
- ❖ Legacy systems with poor performance and outdated security



## OUR SOLUTION

- ❖ Migrated to microservice architecture for loosely coupled, scalable systems
- ❖ Database redesign and query optimization to boost performance
- ❖ Implemented caching and frontend enhancements for faster response
- ❖ Deployed to cloud infrastructure with CI/CD pipelines, achieving 99.99% availability

### Contact Module

Maintains user data and works as a customer relationship module

### Tickets Module

Ticket Management for all IT issues

### Purchase Module

To Manage all purchases

### Stock Management Module

To manage vehicle stocks

### Order Module

Order & Logistics Management

### Bid Monitor Module

To monitor multiple bids received for their vehicles



## BUSINESS IMPACT

- ❖ 5x faster content publishing via multilingual CMS (17 languages) – no tech support needed
- ❖ 100K+ vehicles searchable in <3 ms – improved lead conversions by 28%
- ❖ 35% rise in seller self-onboarding through "Sell Your Vehicle" module
- ❖ 22% faster delivery cycles and 30% better stock accuracy via end-to-end process visibility

## TECHNOLOGY STACK



TYPESCRIPT



MYSQL



JAVASCRIPT



PHP



AWS



REDIS



VUE JS



ZEND LARAVEL



SOLR



MONGODB

# OPERATIONAL EXCELLENCE THROUGH AI & AUTOMATION

**Overview:** 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

- ❖ The company found itself working with **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

- Inspector Portal**  
For quality check and amenity information of campsites by Inspectors
- Guide Production**  
Platform to retrieve data from the CRM, applies business logic to format the data, and prepares it for printing.
- Campsite portal**  
For campsite owners to manage their campsite placement on the end customer portal via PPC ad promotions



## BUSINESS IMPACT

- ❖ \$35 saved per campsite inspection through process automation.
- ❖ Time saved by digitizing manual data collection via a progressive web app.
- ❖ Supports both online and offline channels.
- ❖ Reduced manpower by 50% with the elimination of paperwork.
- ❖ Seamless portal with search, notifications, feedback, and personalized user experience.

## DATA ANALYTICS & AI FOCUSED SOLUTIONS

**Chatbot** with FAQ and Recommendation Versions

**Recommendation Engines** based on past booking data, Requirement Analysis, Text Generation by Generative AI, Review Analysis using Generative AI

Blueconics – Customer Data Platform – Profile based on movement –  
**Analytics and recommendation** using Deep Learning

Phone Call Analysis using NLP

# EXPANDED SUSTAINABILITY WITH PROPTECH

**Overview:** W/E Adviseurs is a Dutch entity specializing in sustainable and energy-efficient building advisory services, since 1979. In collaboration with EE, W/E advisors have developed and currently maintain a suite of applications for sustainable building and area development.



## CHALLENGE

- ❖ Data on construction materials and their environmental impact came from a third-party organization. Directly accessing it through the API endpoint was time-consuming.
- ❖ Needed the ability to validate third party data.
- ❖ W/E platforms are interconnected, and data is shared across these layers of platforms, which makes the Web API approach time-consuming and can cause delays.
- ❖ A need for easily accessible generic functionalities and service endpoints to be used across projects.



## OUR SOLUTION

- ❖ Created a custom platform that fetches product data from the API on a daily basis, validates and sanitizes it, and stores it in our system. This improves data quality and reduces fetching time by using our own database.
- ❖ Used submodules as base applications to share data instead of Web APIs, creating a layered architecture to improve response time and overall application speed.
- ❖ Implemented a single sign-in feature using Identity Server, allowing users to access applications based on their permissions.
- ❖ The Global Product Search feature with Fuzzy Search in SQL Server enables users to easily search for products used in a building with iterations in their nomenclature.

### GPR Gebouw

Calculates sustainability scores of a building

### GPR Licentiebeheer

Helps manage user details and licenses

### GPR Materials

Calculates the environmental impact of buildings caused by the materials that are used to construct it

### GPR Portaal

Enables users to view all their calculations seamlessly



## BUSINESS IMPACT

- ❖ Delivers sustainability scores in <10 seconds per building
- ❖ Cuts material impact analysis time by 70% through automated calculations
- ❖ Supports 10+ calculation scenarios per project for comparative evaluation
- ❖ Enables 2x faster expert reviews via direct sharing with W/E specialists

## TECHNOLOGY STACK

# OPERATIONAL EXCELLENCE THROUGH AUTOMATION

**Overview:** 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 and manual, paper-based tasks.
- ❖ Costly and time-consuming manual campsite inspections.
- ❖ Need for optimized operations and vendor management.
- ❖ Lack of a portal for camp owners to manage their campsites.
- ❖ Requirement for a data management system and booking engine with PMS integration.



## 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

- ❖ \$35 saved per campsite inspection through process automation.
- ❖ Time saved by digitizing manual data collection via a progressive web app.
- ❖ Supports both online and offline channels.
- ❖ Reduced manpower by 50% with the elimination of paperwork.
- ❖ Seamless portal with search, notifications, feedback, and personalized user experience.

## TECHNOLOGY STACK



ANGULAR 2+



.NET MVC  
API



SERVICE  
WORKERS



QAUTH2



MS SQL



PHP



CHATBOT



DATA SCIENCE



MAGENTO



NLP



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



# INTEGRATED BOOKING ENGINE

**Overview:** Based in Europe, Weekendjeweg is a leading travel and accommodation booking company specializing in convenient and memorable weekend getaways. With an extensive network of partner hotels, their user-friendly platform enables customers to easily search, compare, and book high-quality accommodations at competitive prices, ensuring customer satisfaction.



## CHALLENGE

- ❖ An online travel website targeting business hotels to boost their weekend occupancy rates.
- ❖ Aggregation and presenting supplier feeds from multiple travel suppliers was a tedious task.
- ❖ Needed a booking engine that streamlines the booking process for customers and suppliers.



## OUR SOLUTION

- ❖ Built an online travel portal that offers value-added services viz. travel, stay arrangements, travel guides, etc.
- ❖ Developed a custom framework based on PHP for creating a Content Management System (CMS) across multiple websites.



## BUSINESS IMPACT

- ❖ Consolidated websites into a single platform, reducing maintenance costs.
- ❖ Push notifications enabled timely communication for critical updates.
- ❖ Mobile app streamlined task and issue management for hoteliers and customers.
- ❖ Customers track bookings, receive notifications, and updates easily.
- ❖ Efficiently managed booking data, ensuring timely updates for all.

## TECHNOLOGY STACK



ANGULAR 2+



ANDROID



IOS



MS SQL 5.7



PHP

# FINTECH DIGITALIZATION

**Overview:** SmartBooqing, a fintech company based in the Netherlands, that enables its clients to embrace digital transformation through its suite of platforms. By employing a modular approach, SmartBooqing assists organizations in transitioning to a fully digital ecosystem. Their platforms offer 100% automatic invoice processing with built-in checks and validations, streamlining the invoicing process for businesses.



## CHALLENGE

- ❖ Manually entering invoice data is a time-consuming task for users, especially when it comes to accounting.
- ❖ Accounting users often spend hours verifying data and exporting it for accounting purposes.



## OUR SOLUTION

- ❖ SMARTBOOQING: End-to-end Accounts Payable automation with Invoice Processing
  - ✓ **Portal UI:** A seamless and comfortable UI for clients to operate on
  - ✓ **Performance Reports:** Periodic detailed reports on client profiles and performance
  - ✓ **Templates:** Consistent and uniform accounting for a group of clients
  - ✓ **Accounting System Integrations:** Seamless integration with major ERP and Accounting systems
  - ✓ **Authorization:** Additional approval workflows for invoices
- ❖ SMART UBL: Invoice Digitalisation
  - ✓ **Multi-line coding:** Functionality to extract information on Article line level
- ❖ SMART PEPPOL: Peppol Ecosystem
  - ✓ **Stand-alone Portal:** Unique portal for only sending/receiving E-Invoices



## BUSINESS IMPACT

- ❖ Approximately 1.5 - 2 Million invoices processed /year
- ❖ SBQ supports over 130 accounting firms & SME.
- ❖ 99% accuracy at both invoice level & article line level.
- ❖ Only solution ensuring all documents are digitized with 100% accuracy, even on line level!
- ❖ By verifying, validating, and checking documents against rigorous standards, valuable resources can be allocated to critical tasks, resulting in a 400% increase in productivity.

## TECHNOLOGY STACK



XML



MYSQL 5.7



IOS



MONGODB



ANDROID



.NET CORE



ANGULAR



JSON



ELASTIC SEARCH

# HEALTHCARE TRAINING PLATFORM

**Overview:** MedischeScholing is an independent initiative aimed at enabling healthcare professionals to search for accredited training in a more competency-oriented manner. By consolidating all available accredited training on a single platform, healthcare professionals can focus more specifically on their individual learning goals. The platform serves as both a search engine and a video streaming service for accredited physical and online training.



## CHALLENGE

- ❖ Wide range of medical in-service training by various organizations.
- ❖ Courses spread across multiple platforms, no unified search system.
- ❖ Need for a one-stop solution for medical courses based on topic, time, distance, budget, and accreditation points.



## OUR SOLUTION

- ❖ **Comprehensive Platform**  
Web-based app for more specific individual learning goals
- ❖ **One-stop Solution**  
Enabled organizations to register and conduct courses, live training sessions, and webinars
- ❖ **Cross Platform Integration**  
Provided options for streaming training live or on demand, akin to a 'Netflix for healthcare professionals'.
- ❖ **Enhanced Search Capabilities**  
Implemented a search engine to find courses based on subject, price, distance, accreditation points, or specific competencies.



## BUSINESS IMPACT

- ❖ One-stop platform for healthcare training.
- ❖ Search by subject, price, distance, accreditation points, or competencies.
- ❖ Stream training live or on demand.
- ❖ Onboarded 5000+ users, partnered with organizations for content.
- ❖ Simplified accredited training for healthcare professionals.

## TECHNOLOGY STACK



PHP  
(LARAVEL)



MYSQL



VUEJS  
(NUXT)



HTML



CSS



DOCKER



REDIS



FIREBASE

# PLATFORM FOR MICROSOFT PORTAL CAPABILITIES

**Overview:** Client\* is a Dutch firm that specializes in providing a multi-tenant Microsoft 365 management and automation platform designed for Microsoft Cloud Solution Providers (CSPs). Client simplifies and streamlines the provisioning, security, and management of Microsoft tenants, users, and licenses. It enables both direct and indirect CSPs to enhance efficiency, reduce complexity, and scale their Microsoft business effectively.



## CHALLENGE

- ❖ Automating processes within the Microsoft partner ecosystem.
- ❖ Navigating multiple Microsoft portals (Office 365, Partner Center, Azure) for specific tasks.
- ❖ Portals have communication and functionality limitations in meeting all customer needs.



## OUR SOLUTION

- ❖ EE developed a unified platform beyond Microsoft portals' limitations.
- ❖ Provides multitenancy, user-friendly interface, and flexibility for diverse technical challenges.
- ❖ Custom tools and workflows meet unique customer needs.



## BUSINESS IMPACT

- ❖ One log-in to manage all MS products & services.
- ❖ Multiple automation templates to run end to end business processes seamlessly.
- ❖ Configurable templates for end user portals.
- ❖ Multi tenancy solution for various MS products.

## TECHNOLOGY STACK



ANGULAR



BLOB STORAGE



TABLE STORAGE



.NET CORE



EVENT BUS



SQL SERVER



GRAPH API,



PARTNER CENTER API



MICROSERVICES FOR BACKEND



AZURE DEVOPS



AZURE DEVOPS + JERKIN'S



SERVICE FABRIC



KEY VAULT

# COMPLETE ONLINE PLATFORM FOR TENANTS & LANDLORDS

**Overview:** Direct Wonen is an online property and financial services provider based in the Netherlands. It is a leading company in the Dutch market for private residential lettings in the low-mid tier market and has a national network of 24 branches. The website boasts the highest number of property listings and is the preferred property search option for purchase or rental. The financial services offer a broad portfolio of products including mortgages, consumer loans and insurance products.



## CHALLENGE

- ❖ Real estate industry shifted to online transactions for buyers, sellers, and renters.
- ❖ Agents initially created their own databases but faced high operational costs.
- ❖ Company struggled with reliance on an online real estate portal.
- ❖ Platform needed enhancements for easier landlord ads and broader tenant access.



## OUR SOLUTION

- ❖ In-app purchase capability and auto renewal for mobile user subscription.
- ❖ Third party advert API provider integration tools.
- ❖ Responsive contract generator design for the application.
- ❖ Application deployment and server management.
- ❖ Implemented GDPR compliance to Social Media Integration



## BUSINESS IMPACT

- ❖ Affordable and cost-effective.
- ❖ Convenient and time-saving search capabilities as per the user's requirement.
- ❖ Users can directly contact landlord with questions about particular properties.
- ❖ Mobile ready solution with responsive layouts.
- ❖ User can share adverts with anyone via social media. Intuitive house alerts and email notifications.

## TECHNOLOGY STACK



Web API MVC



.NET MVC API



HTML5



KENDO UI

# DIGITAL TRANSFORMATION PLATFORM

**Overview:** HousingAnywhere is the international student housing platform for exchange, internship, volunteer, or working students alike. It is a global platform that brings together demand and supply of short stay student housing. HousingAnywhere originally started as a platform where outgoing exchange students could rent their rooms out when they go abroad and incoming exchange students could remotely find availability. The main aim of the company was to increase the current housing options and help more international students with their housing needs.



## CHALLENGE

- ❖ Needed ongoing support for user acquisition and retention.
- ❖ Faced intense international competition, especially outside the Netherlands.
- ❖ Required startup expertise to elevate their business to the next level.



## OUR SOLUTION

- ❖ Developed mobile apps (iOS/Android) to expand reach and enhance user experience.
- ❖ Implemented CMS for efficient content management and trained the client's team.
- ❖ Integrated e-commerce for secure, user-friendly bookings with payment gateways.
- ❖ Provided localization and social media integration to cater to diverse audiences.
- ❖ Offered data analysis for insights into user patterns, driving growth and improvements.



## BUSINESS IMPACT

- ❖ Improved visitor engagement through intuitive navigation.
- ❖ Faster website load time enhanced user experience.
- ❖ Increased organic traffic volume.
- ❖ Boost in search engine traffic.
- ❖ Easy website management via customized CMS.
- ❖ Mobile-ready solution with responsive design.
- ❖ Automated hiring and job application process for faster turnaround.

## TECHNOLOGY STACK



MY SQL 5.7



HTML5



Google Analytics



# TECHNOLOGY PLATFORM FOR THE ENERGY INDUSTRY

**Overview:** TechnologyCatalogue.com is a Dutch Scale-up. Since 2018, TechnologyCatalogue.com is supporting companies in the energy sector with technology deployment. This platform is a technology matchmaking platform for technology end-users and suppliers aiming to accelerate technology deployment and help the industry to reach net-zero goals.



## CHALLENGE

- ❖ Suppliers and end-users were interacting offline once the match was made, taking them away from the platform.
- ❖ Offers/Discounts were to be added manually in the CRM system (ZOHO) for the registered client.
- ❖ New user registration for company subscription was not fully automated. TechnologyCatalogue.com had to go through the manual process for adding the users and sharing the access.
- ❖ The end-users were not able to share their problems/challenges and get solutions from suppliers.
- ❖ The suppliers could not easily add technologies to their subscription without support.



## OUR SOLUTION

- ❖ **Notification and interaction center**  
Notification and interaction center was introduced to boost the interaction of the users through platform...
- ❖ **ZOHO Voucher Integration**  
The vouchers are fetched dynamically from ZOHO and are displayed/available to the user while taking up subscription on the platform.
- ❖ **Introduction of SSO**  
The SSO feature is implemented so the users from the client-side can directly login through the platform using their own company credentials.
- ❖ **Introduction to Challenges module**  
Where end-users can post real problems, they're facing. It's then notified to the suppliers with matching capabilities for them to provide solutions towards it. Users can get on a chat where they can discuss the detailed solutions.
- ❖ **Development of a feature to purchase additional technologies & Development of integrated messaging functionality**  
With the new experience, suppliers can just add additional technologies to their existing plan and pay for what they are using without the need for upgrading plans or manual support from the client.



## BUSINESS IMPACT

- ❖ Suppliers and end-user interaction on the platform has increased/improved.
- ❖ Opened door for more opportunities – Tracking and monitoring the interactions and creating FOMO.
- ❖ ZOHO Integration has saved the manual efforts/time for adding vouchers for the users.
- ❖ SSO integration has automated the process of registration and access.
- ❖ Improved user experience for registration and pricing.

## TECHNOLOGY STACK



MY SQL 5.7



HTML5



CSS



DRUPAL



PHP



# 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+



.NET MVC  
API



SERVICE  
WORKERS



QAUTH2



MS SQL



PHP



CHATBOT



DATA SCIENCE



MAGENTO



NLP



REACT NATIVE



# THANK YOU

[www.easternenterprise.com](http://www.easternenterprise.com)

