

Software Expert Orasi Provides Optimum in *Personalized Support*

CASE STUDY:
ROYAL CARIBBEAN CRUISE LINES
MIRAMAR, FLORIDA



CUSTOMER PROFILE

As one of the world's largest cruise line operators, Royal Caribbean Cruises Ltd. encompasses Royal Caribbean Cruise Lines (RCCL) as well as Celebrity Cruises and Azamara Club Cruises. All ships offer classic, elegant family cruising to national and transatlantic destinations around the world.



THE CHALLENGE

In the cruise industry, customer satisfaction means everything. The growth of the family cruise industry has spawned an increase in feature-rich ships offering even more exotic ports-of-call, convenient departures and easy embarkation. In fact, USA Today predicts a record 16 million passengers will cruise in 2011, up 6.6% from 2010.

According to the Florida-Caribbean Cruise Association's "State of the Cruise Industry" report for 2010, "Today's travelers would be hard-pressed to not find a cruise line, ship, stateroom or itinerary that did not offer something for everyone." And there's a good chance that the "something for everyone" somehow involves web-based technology.

Royal Caribbean Cruises Ltd (RCCL) relies on their mission-critical software to ensure streamlined customer service for their 34 ships. Applications include everything from initial bookings to inventory, websites, travel agency correspondence and internal corporate business applications. Software downtime, or worse, failure, is simply not an option.

Since the late 1990's, RCCL's five-member System Integration and Test Team for performance testing and automation has utilized Micro Focus's Quality Center software with Micro Focus LoadRunner software and Micro Focus QuickTest Professional software (QTP) to prevent costly application

performance problems in production, to achieve consistent quality management processes and to provide functional and regression test software automation.

A few years ago, RCCL decided to search for a U.S.-based software support team for their frontline assistance. According to Lisa Andrew, of RCCL's System Integration and Test Team, they were interested in finding same time zone support from a smaller vendor with a known expertise supporting Micro Focus software products.

"Despite all the technical advances in the world today, sometimes we need to go back to that old-fashioned personal level of contact," says Lisa.

THE SOLUTION

As experts in Micro Focus's full range of performance and quality center software testing options, Atlanta-based Orasi Software, Inc. totally fit the bill.

"Orasi came well-recommended to us by another company, and we understood that they could also help us with mentoring and training," says Lisa.

Orasi's support desk specializes by product, with each group offering particular expertise in Micro Focus's automated testing tools.



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“Orasi has developed a thorough understanding of our needs – they always strive to help us succeed in our business.”

- Lisa Andrew,
RCCL System Integration and Test Team

“A lot of customers are unhappy with what can seem like too much red tape – strings of seemingly irrelevant questions that take up time,” says David Rumley, Orasi’s Director of Customer Support.

Instead of opening up a case and having to impatiently wait for next-day support, Orasi customers are usually responded to within two hours. And, according to David, Orasi’s support groups don’t utilize set scripts, since they find that the time-consuming set question/answer process can seem frustrating to many customers.

A PERSONALIZED APPROACH

In addition to regular testing of a broad range of applications, RCCL’s team still functions to detect bottlenecks before a system deployment or upgrade and to obtain an accurate picture of end-to-system performance before going live. They do so now with the confidence that Orasi is there to offer prompt assistance if and when needed.

If issues can’t be resolved, Orasi intercedes on behalf of RCCL to escalate problems directly to Micro Focus for Level Two support. In the three years Orasi has teamed with RRCL, more than 120 cases have been opened, with nearly 90% of them resolved by the Orasi frontline support team.

RRCL can contact Orasi via a dedicated e-mail box monitored every few minutes, by phone or via Orasi’s online SupportWeb portal. On the web interface, customers can view existing cases or download patches, new software versions, white papers and other documentation.

All in all, the key Orasi advantage is their personal approach to client communication.

“Orasi is very proactive, very customer-service oriented,” says Lisa. “They’ve developed a thorough understanding of our needs and always strive to help us succeed in our business. They’ll jump right on a call or web conference to resolve issues faster.”

“We aim to get to the root of the problem quickly with less pain to our customers,” says David.

“Orasi techs are experts in their field,” agrees Lisa. “We don’t know more than they do – and that’s how it should be.”

ABOUT ORASI SOFTWARE, INC.

Founded in 2002, Orasi is an Atlanta-based software reseller and professional services company that provides consulting, mentoring and authorized, front-line support around the Micro Focus ALM (Application Lifecycle Management) tool set.

As a Micro Focus Platinum partner, Orasi focuses on Micro Focus’s enterprise software quality testing and management. The company offers their clients the benefit of high-level, U.S.-based engineers. Orasi’s ultimate goal is to allow for a greater level of customer support and a single point of contact for customers who may need issues escalated to Micro Focus.

For more information or to sign up for
Micro Focus Support provided by Orasi, email
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