

# One View, 70 Million Journeys: Unifying Customer Data

## AMBITION

One of the **world's largest leisure and travel enterprises**, operating across travel agencies, hotels, airlines, cruise lines, and retail brands, faced a fundamental data challenge. Each year, the organization processed **70+ million bookings** and **over 20 TB of data**, yet customer information remained fragmented across regions and business units.

Despite the scale of available data, deep silos limited personalization, slowed marketing execution, and reduced confidence in enterprise reporting. The ambition was clear: **unify customer data at enterprise scale to enable real-time engagement, trusted reporting, and revenue growth.**

To achieve this, the organization aimed to:

- **Create a unified customer view:** Consolidate passenger data across business lines into a single, reliable profile.
- **Enable real-time personalization:** Support targeted, one-to-one customer engagement across markets and channels.
- **Standardize enterprise data:** Eliminate regional silos with a governed, consistent foundation for analytics and reporting.

## ACTION

To deliver this transformation, the organization partnered with **Wipro Engineering – Connected Services** to redesign its enterprise data foundation across European markets.

Following detailed big-data assessments, Wipro executed a structured modernization of the data platform:

- **Centralized Data Hub:** Built an enterprise-scale data hub with a common interface to streamline ingestion and management across all markets.
- **Standardized Data Governance:** Implemented a unified data model with consistent business definitions, data cleansing rules, and governance controls.
- **Elastic Data Architecture:** Deployed hybrid, scalable data platforms capable of ingesting and processing high-volume, high-velocity data patterns.

## AMBITIONS REALIZED

Breaking down entrenched data silos provided the organization with a clear, end-to-end view of customer journeys.

### The Business impact:

- **A single source of truth**, enabling leadership and analytics teams to rely on consistent, trusted enterprise data.
- **Faster time-to-market**, as unified data accelerated the design and launch of targeted marketing initiatives.
- **Improved guest experiences**, driven by better insight into traveler behavior and more consistent personalization across touchpoints.

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