

## Microsoft Office System — Solution Brief

*“Office SharePoint Server 2007 gives us exactly what we need to make our reservation portal more useful for our customers and more manageable for our staff.”—Name, Title, Hawaiian Airlines*

# Top-rated U.S. airline upgrades its reservation Web site with the 2007 Microsoft Office system

## Situation

Founded in 1929, Hawaiian Airlines has been rated one of the “10 Best” U.S. airlines by readers of Conde Nast Traveler and Travel + Leisure for the past several years. The company offers nonstop service to Hawaii from more U.S. gateway cities than any other airline.

Hawaiian is looking to significantly enhance its reservation system portal ([www.hawaiianair.com](http://www.hawaiianair.com)). In 2003, it replaced its third-party booking engine with one it developed on its own, using the Microsoft .NET Framework. The booking engine allowed the airline to better serve its unique mix of leisure and business travelers. Results were dramatic—in the past three years, online ticket revenues have soared more than 1000 percent. The company seeks to build on that success by making the portal even easier for customers to use, beginning with more powerful search capabilities. The airline also hopes to create a more personalized Web experience. Finally, to minimize costs, Hawaiian wants its marketing personnel to be able to quickly update hundreds of static Web pages that exist outside of the booking engine, without involving IT, while saving time through improved workflows.

## Solution

As a participant in the Microsoft® Rapid Deployment Technology Adoption Program, Hawaiian Airlines is using Microsoft® Office SharePoint® Server 2007 as a platform for upgrading its reservation Web site. With Office SharePoint Server 2007, the company will be able to meet many of the objectives for its portal with out-of-the box functionality.

Hawaiian will be able to enhance its portal's search functionality through SharePoint Enterprise Search. The solution will give customers more relevant and comprehensive search results. Better still, it will enable Hawaiian to take search back in house from its current outside vendor, enabling the company to use a greater variety of internal resources in

search queries. Not only will customers be able to perform more powerful searches, but the airline's internal and external call centers will also have access to better search information worldwide.

To help the company create more personal experiences, Office SharePoint 2007 comes with versatile Web content management (WCM) capabilities that will enable Hawaiian to serve up highly targeted content to specific customer groups.

With the WCM features of Office SharePoint 2007, the airline will also be able to seamlessly move its more than 225 static Web pages to the upgraded site, while maintaining all the benefits of its Microsoft .NET booking engine. Using the WCM system, the company's non-technical users will be able to create and edit Web content using a Web-based application without a separate authoring package. Additionally, content authors will find content creation tasks made even easier through the availability of browser templates that separate content from layout.

Additionally, flexible workflow capabilities in Office SharePoint 2007 will help Hawaiian Airlines substantially streamline common tasks such as content creation, review and approval processes, as well as content delivery, collaboration, and routing. The company will realize additional time savings with the ability to initiate multiple workflows from common Microsoft Office applications such as Microsoft Word and Excel.

## Benefits

- To improve search capabilities by allowing users to search a greater range of internal resources
- To boost customer service and lower costs by providing a more personalized and consistent user experience
- To enable the easy migration of existing static content to an easier-to-manage Web platform

## Fast Facts

**Customer:** Hawaiian Airlines **Web Site:** [www.hawaiianair.com](http://www.hawaiianair.com) **Country/Region:** United States **Industry:** Transportation



### Customer Profile

Hawaiian Airlines carries more than six million passengers a year. Along with nonstop flights to the U.S., it also provides daily jet service to destinations throughout the Hawaiian Islands and regular service to Tahiti, American Samoa, and Sydney, Australia.

### Software and Services

- The 2007 Microsoft Office system
  - Microsoft Office SharePoint Server® 2007

### Business Situation Summary

To create a more personal customer experience and ease content management processes for its customer reservation portal, Hawaiian Airlines is moving its more than 250 static Web pages to a highly versatile and flexible platform.

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