CYBAGE
Delivering Value. Scientifically

Assisted an event and hospitality management solutions provider in implementing key third-party integrations to enhance its platform

About the Client

Is a premier **meeting**, **events**, and **hospitality management** technological solutions provider

Specializes in providing online solutions for **event registration, venue selection, event management, mobile event apps, email marketing**, and **web surveys**

Boasts a team of more than **3,600 employees** and **serves 25,000 customers** and **300,000 users** globally

Has been recognized as one of the best **software product developers** on G2's list

Business Needs

Simplify and streamline expense management for end customers

Captivate global clients to host their events in Dubai
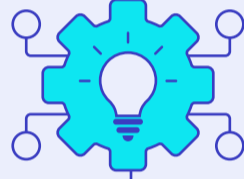
Facilitate accessible and convenient ground transportation during the event

Provide and support location map compatible with Apple devices for users

Solutions

Facilitated onboarding of different banks supported by MasterCard

Integrated third-party card providers with API services for creating virtual cards and retrieving transaction information

Added support for Amex Virtual Cards, allowing users to request and manage them via the Card Management feature

Mapped the platform and DTCM pricing synced event information and registration data with the platform and DTCM

Synced event information and registration data with the platform and DTCM

Assigned DTCM barcodes to the respective registrants to streamline the printing of their identification details and badges
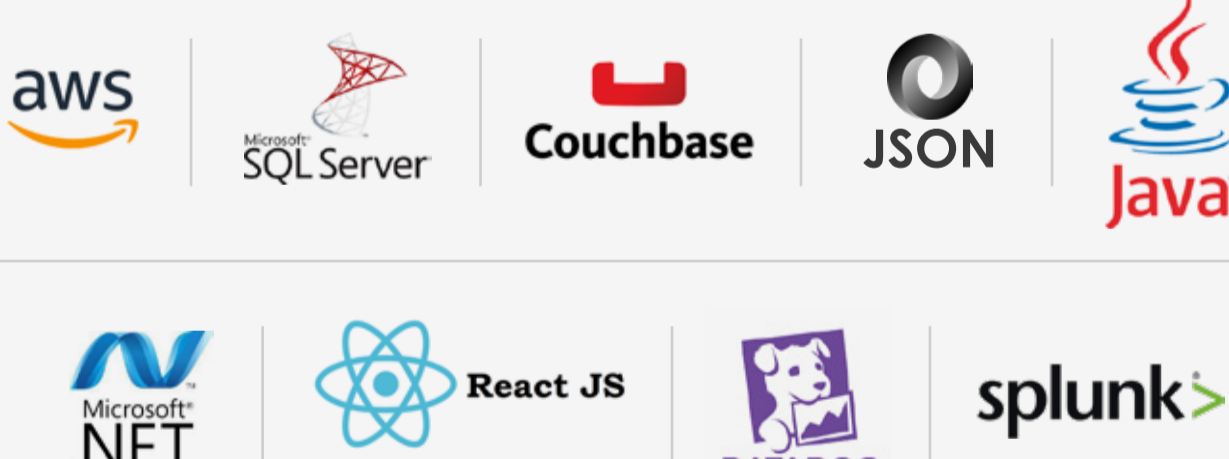
Integrated Apple Maps API using Apple Map Kit to render Apple Maps

Integrated Uber APIs into the platform to:

- Support both Uber Eats and Uber Rides vouchers
- Generate and distribute Uber vouchers within the platform
- Track registrants who received the voucher
- Create statistical reports on voucher usage using the Uber Webhook API

API

Technology Stack

aws | Microsoft SQL Server | Couchbase | JSON | Java

Microsoft .NET | React JS | DATADOG | splunk>

Business Impact

Increased the **budget module adoption by 25%**

Reduced the **time spent on budget reconciliation by 40%**

Boarded more than 2 banks successfully

Created a **fully DTCM-compliant platform** for event planners to host events in Dubai

Increased ground transport convenience by 50% by issuing Uber ride vouchers to registrants

Boosted event promotion by 15% by sending Uber Eats vouchers to virtual registrants

Achieved a 30% increase in Safari and Apple Maps users

Cybage Travel and Hospitality

Lodging | Travel Distribution | Travel Retailers | Travel Consolidators | MICE | Specialty Lodging

Helping event platforms enhance their capabilities with seamless integrations

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