



LibGo Travel, Inc.
 Ramsey, NJ
www.libertytravel.com
www.gogowww.com

Industry:

Travel & Transportation

Annual Revenue:

\$1.8 billion

Employees:

2500

Oracle Products & Services:

Oracle Fusion Middleware
 Oracle Portal
 Oracle Single Sign On
 Oracle Business Intelligence
 Oracle Discoverer
 Oracle Application Server Web
 Cache

“Our company needed a scalable, modern infrastructure to help increase efficiency within all key business functions. With Oracle Fusion Middleware, we were able to enhance and integrate our existing Oracle applications.”

– Mitchell Talisman, VP
 Engineering, LibGo Travel, Inc.

LibGo Travel, Inc. Enhances Operational Efficiency

LibGo Travel, Inc. is the umbrella company of Liberty Travel, a retail travel chain with more than 200 stores along the East Coast and online, and GOGO Worldwide Vacations, the wholesale arm of the organization. Founded in 1951, Liberty Travel serves more than 1 million customers a year. GOGO Worldwide Vacations is the largest privately owned wholesaler of leisure vacations, distributing to more than 18,000 travel agencies in the United States, with more than fifty neighborhood offices in twenty-five states. LibGo Travel capitalizes on the experience, financial soundness, purchasing power, and longstanding supplier relationships in providing leisure and corporate travel services.

Challenges

- Acquire a scalable, state-of-the-art IT infrastructure for maximum growth and flexibility
- Increase operational efficiency through integration
- Move to the next level in using Oracle applications

Solution

- Deployed Oracle Fusion Middleware applications to enhance and modernize all key business functions
- Provided a single, integrated, scalable architecture to build a customized, next generation, best-of-breed travel system
- Allowed the company to leverage Oracle Fusion Middleware components with Oracle Financials and Human Resources
- Created a full-scale enterprise resource planning reservation and booking system
- Ensured rapid integration of applications
- Enabled the company to expose Web services to business partners
- Enhanced customer service