



**CASE STUDY**

**HRS GROUP**

a global tech  
company focusing  
on business travel

**Location**

Germany

**Industry**

Travel Tech

**Tenure**

from 2019

**Delivery centers**

Poland, Romania, Ukraine

**Tech stack**

JavaScript  
AWS  
Java  
Python  
DevOps

**Team size**

From 3 FTE to 61 FTE

**CHALLENGE**

HRS Group is a global tech company focusing on business travel, ranking among the top three hotel portals in Europe and as a market leader in the global business travel sector. Founded in 1972 in Cologne, HRS employs over 1,500 people across more than 35 offices worldwide.

In the wake of the Covid-19 pandemic, HRS faced significant business challenges. They required a more flexible IT infrastructure to better manage the fluctuating demands of the business while maintaining cost-effectiveness. Additionally, HRS needed to interface with legacy booking systems in the travel industry, expand its business portfolio, and attract new customer segments. This called for faster innovation cycles, more agile product development, and increased automation.

## HOW WE HELPED

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Brightgrove operationalized 7 development teams for HRS, each responsible for developing and operating specific product domains. While Brightgrove provided the engineering talent, these teams became an integral part of HRS's product innovation and development process. The partnership, which began in December 2019, evolved from a traditional outsourcing model to a transformative collaboration.

## KEY TEAMS AND THEIR CONTRIBUTIONS

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**Architectural transformation team:** Focused on architecture and backend development, this team pioneered HRS's cloud architecture and RESTification efforts.

**Business Diversification team:** Launched a standalone ecosystem and set new technological standards for HRS products.

**Data Platform Team:** Drove the data culture at HRS Group.

**Procurement Team:** Took ownership of the Procurement Product family and modernized legacy tech stacks.

**Augmented Feature team:** Developed unique browser add-ons with advanced infrastructural setups.

**Main customer-facing interfaces team:** Enhanced transaction funnels and optimized conversion rates across platforms.

**API Team:** Managed API connectivity with booking channels, crucial for search and booking phases.

## RESULTS AND ACHIEVEMENTS

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- ☑ **Shift from CAPEX to OPEX.** Converted the majority of IT architecture costs from capital expenditures to operational expenditures, providing greater financial flexibility and aligning costs with actual usage and business demand.
- ☑ **Accelerated Digital Transformation:** Rapidly modernized legacy systems and migrated platforms to the cloud, enabling HRS to leverage cutting-edge technologies and adapt more quickly to market changes.
- ☑ **Enhanced Market Responsiveness:** Improved ability to quickly develop and launch new products and features, helping HRS stay competitive in the fast-evolving travel tech industry and respond to emerging customer needs.
- ☑ **Strengthened Product Ownership:** Implemented a model where Brightgrove teams took full ownership of specific product domains, fostering deeper understanding of product needs and more effective long-term product development.
- ☑ **Agile Delivery Processes:** Introduced Scrum Masters and adopted agile methodologies, significantly improving project delivery times and allowing for more iterative, customer-focused development.
- ☑ **Flexible Team Structures:** Developed a dynamic team composition model that could quickly adapt to HRS's changing business needs, allowing for rapid scaling and de-scaling of resources as required.

The partnership with Brightgrove allowed HRS to enter a transformational phase, increasing efficiency and freeing up HRS employees' time for strategic planning. Brightgrove's expertise and flexible approach have positioned our teams as key drivers of mutual success, truly making a difference in HRS's business operations and technological advancement.