

Successful integration cases

OVERVIEW

In today's interconnected business landscape, organizations of all sizes and across various domains face complex integration challenges. Whether you're a startup in fintech, a mid-sized SaaS provider, or a large enterprise, the need for seamless system integration is universal.

Brightgrove specializes in delivering tailored integration solutions that address the unique needs of diverse industries and company scales.

Our expertise spans from helping small businesses streamline their operations with basic API integrations, to enabling medium-sized companies to modernize their tech stack, all the way to architecting complex, enterprise-grade solutions for large corporations with intricate multi-system environments. We understand

that each integration project comes with its own set of challenges, whether it's dealing with legacy systems in established firms, ensuring scalability for rapidly growing startups, or meeting the stringent compliance requirements of regulated industries.

The following use cases demonstrate our ability to tackle integration challenges of varying complexity across different business domains. Each case highlights a common problem faced by organizations, our innovative solution approach, and the tangible business and technical outcomes achieved.

These examples showcase how Brightgrove can be your trusted partner in navigating the complexities of system integration, regardless of your industry or company size.

Travel Tech

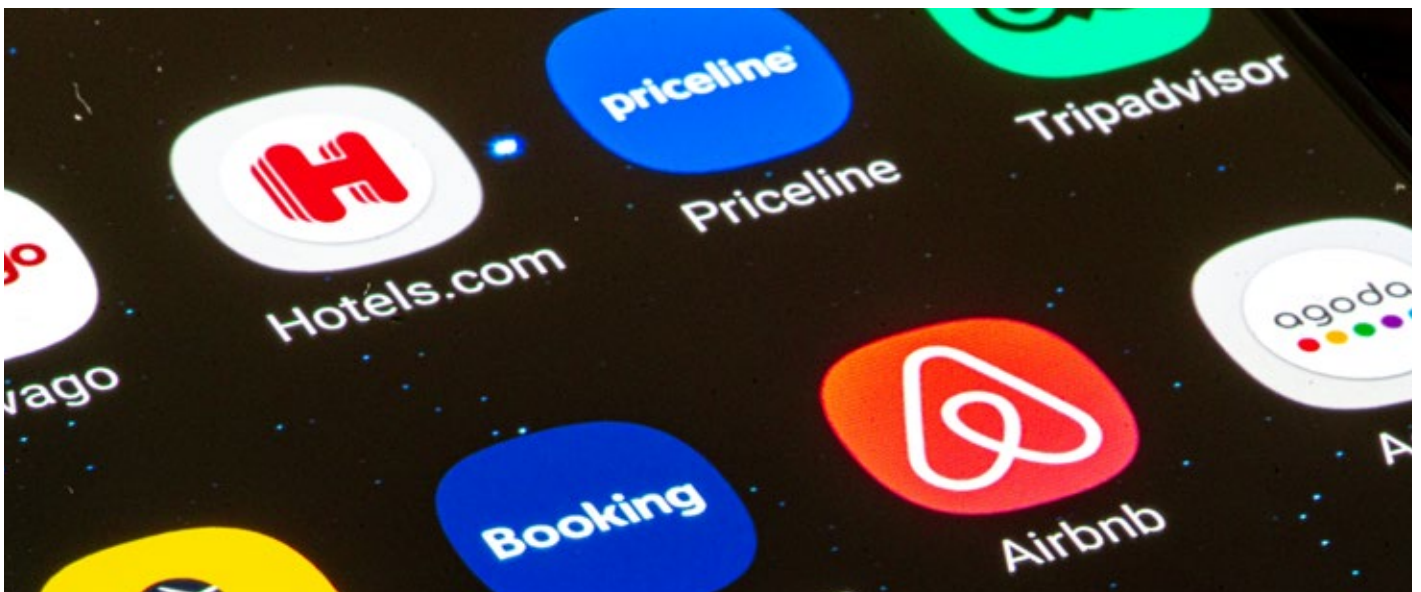
CORPORATE BOOKING PLATFORM INTEGRATION

Problem: A major travel management company needed to adapt to a new Custom Hotel Sourcing methodology from a corporate booking platform, requiring a direct hotel provider instead of the previous GDS + Direct model.

Solution: Brightgrove developed a new connector for the corporate booking platform, replicating and enhancing the existing integration while enabling new features like property sorting, rate sorting, and detailed preference levels.

Business Outcome: Client retained key corporate clients by providing seamless transition to the new booking platform, maintaining the client as the single source of hotel content.

Technical Outcome: Successfully implemented the new connector with full monitoring, alerting, and custom queue management, certified by the booking platform team.



REBOOKING ANALYTICS INTEGRATION WITH CENTRAL BUSINESS INTELLIGENCE

Problem: A travel service operated a separate custom Analytics and Reporting product for its Rebooking feature, leading to limited accessibility of reports and manual effort in data integration.

Solution: Brightgrove integrated Rebooking raw data into a centralized data lake, implementing proper data partitioning and creating access via a business intelligence tool for centralized reporting.

Business Outcome: Substantial cost savings in development and maintenance of decentralized analytics, improved accessibility of reports for account managers.

Technical Outcome: Enabled self-service reporting with visualized data, automated report scheduling, and centralized authentication.

CHANNEL MANAGER INTEGRATION FOR INDEPENDENT HOTELS

Problem: Independent hotels struggled to manage their inventory across multiple online travel agencies (OTAs) and booking platforms efficiently.

Solution: Developed an integration with a leading channel manager to create a unified funnel for RFPs and bookings from multiple sources, with direct connection to hotel Property Management Systems (PMS).

Business Outcome: Increased booking visibility and efficiency for independent hotels, leading to higher occupancy rates and reduced overbooking incidents.

Technical Outcome: Implemented real-time two-way synchronization between the channel manager, multiple OTAs, and hotel PMS systems, ensuring consistent inventory and rate information across all platforms.

Fintech

MULTI-CURRENCY PAYMENT GATEWAY FOR GLOBAL E-COMMERCE PLATFORM

Problem: An e-commerce platform expanding globally needed to support multiple currencies and local payment methods while ensuring compliance with various financial regulations.

Solution: Brightgrove developed a flexible payment management layer supporting multiple payment service providers, with built-in currency conversion and regulatory compliance checks.

Business Outcome: Enabled client expansion into 6 new markets within a year, increasing global revenue by 13%.

Technical Outcome: Created a scalable, microservices-based architecture that allowed easy integration of new payment providers and currencies with minimal development time.



SaaS

API-FIRST INTEGRATION PLATFORM FOR MARKETING AUTOMATION

Problem: A marketing automation SaaS provider struggled to keep up with customer demands for integrations with various CRM and analytics platforms.

Solution: Brightgrove designed and implemented an API-first integration platform that allowed customers to build their own integrations using a low-code interface.

Business Outcome: Reduced churn rate by 13% and increased customer satisfaction scores by 24% due to improved integration capabilities.

Technical Outcome: Decreased time-to-market for new integrations from months to weeks, and significantly reduced the support burden on the development team.

Insurance

LEGACY SYSTEM MIGRATION FOR REGIONAL INSURANCE PROVIDER

Problem: An established insurance company was unable to introduce new products quickly due to limitations of their 20-year-old policy management system.

Solution: Brightgrove orchestrated a phased migration to a modern, cloud-based policy management platform, including real-time data synchronization between old and new systems during the transition period.

Business Outcome: Reduced new product launch time from 6 months to 8 weeks and increased policy processing speed by 300%.

Technical Outcome: Successfully migrated 5 million customer records with zero data loss and minimal downtime.



REAL-TIME RISK ASSESSMENT INTEGRATION FOR AUTO INSURANCE

Problem: An auto insurance company wanted to offer usage-based insurance but lacked real-time integration with telematics devices and data processing capabilities.

Solution: Brightgrove implemented a scalable, event-driven architecture to ingest and process real-time telematics data, integrating it with the existing policy management and pricing systems.

Business Outcome: Launched a successful usage-based insurance product, acquiring 15k new customers in the first year and improving loss ratios by 8%.

Technical Outcome: Built a high-throughput, low-latency data pipeline capable of processing millions of events per second, with real-time analytics for risk assessment.