



## Azul Zing® Enhances the Online Travel User Experience and Helps Build Loyalty

### Data-Driven, Multi-Device Customer Engagement

Travelers expect to be able to browse and book travel through all types of devices. However, Java-based inventory, personalization, booking and predictive analytics systems may not always provide consistent response times. Unexpected loads and advanced features that require large amounts of in-memory data can cause traditional JVMs to stall, driving users to competitors' sites.

Optimizing the user experience and increasing revenue have also become much more dependent on your systems' ability to process large volumes of data in real time. Upsell engines, demand-based pricing systems, site search and click tracking all work better with more data. However, many Java-based systems must be run in batch or with a subset

of data due to performance issues. This impacts your ability to make real-time decisions and employ the best marketing, pricing and upsell strategies to improve sales.

Adding more hardware or memory isn't the solution. The constraints of your Java infrastructure are often the limiting factors. But now there's a solution, one that doesn't require re-architecting – Azul Zing.

Zing is the only JVM that gives travel providers the ability to cache all availability information for fast response times. It also eliminates timeouts common with other JVMs, leading to more received requests and more revenue.



### BENEFITS OF ZING FOR DIGITAL TRAVEL SITES

- Increase revenue, profitability and customer loyalty
- Achieve consistent response times even through unpredictable loads
- Employ sophisticated personalization and upselling features without performance penalty
- Speed customer search results for better site usability
- Launch new features and applications faster without performance worries
- Deliver real-time reports and predictive analytics
- Gain more control and visibility over the entire system to prevent issues



## Azul Zing delivers a better user experience

Zing helps digital travel sites improve revenue and profitability by delivering a great customer experience.

### Use Advanced Features and Predictive Analytics – Without Performance Penalties

Azul Zing is a Java SE compliant JVM – the only commercially available JVM that guarantees predictable response times for a great user experience. Zing is ideal for web-scale applications, recommendation and personalization engines, predictive analytics, search, Big Data and booking systems – anywhere consistent response times and the ability to use more in-memory data are essential to improving business results.

### No Re-Coding Required

Zing is simple to install and requires no coding changes to the application. Your business can realize the benefits right away, and Zing also reduces time-to-launch for new features and applications.

### Certified with Big Data Technologies

Zing is fully certified with Cloudera C5, Hortonworks Data Platform, DataStax Enterprise (Cassandra) and most other Java-based Big Data platforms. Zing supports use cases not possible with other JVMs, including those requiring real-time response, heavy user loads, high throughput and rapid memory allocation. It is also the only JVM that eliminates timeouts due to node stalls.

### Zing is the Best JVM for Digital Travel Sites

Travelers' demand for easy to use browsing and booking on phones, tablets and laptops have changed the game. Azul Zing is the only JVM that delivers the best customer experience and is proven in production at major digital travel and booking systems including Priceline, Viking Lines and Pegasus Solutions.

Try Zing today, request a free copy:

[azul.com/trial](http://azul.com/trial)

### Looking for fully supported Open Source Java?

Try Azul Zulu®, our certified builds of OpenJDK™ for Java SE 8, 7 and 6. Zulu is available for Mac OS X, many types of Linux, Windows Client and Server, Docker and many virtualization platforms. Reduce costs without sacrificing on standards compliance or support quality.

Download Zulu free here:

[azul.com/download/zulu](http://azul.com/download/zulu)

## Priceline.com

Priceline.com uses Azul Zing to eliminate system pauses of up to 30 seconds and meet its 200 millisecond response time goal.

Read more here: [azul.com/customers/priceline](http://azul.com/customers/priceline)

[priceline.com](http://priceline.com)

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