

Zensar Helps Priceline.com Implement Scalable Oracle Financials R12 and Hyperion Financial Manager Systems

22/02/2010,

Zensar Technologies, the leading global IT and BPO services provider today announced the completion of a major systems integration project with Priceline.com. Zensar assisted Priceline.com in the travel company's implementation of Oracle Release 12 Financials and Hyperion Financial Manager.

The success of this project is another example of Zensar's deep expertise with Oracle implementations. The large project was delivered through collaborative partnerships between Priceline.com and Zensar, and their teams of domain and technical experts.

Priceline.com Incorporated (Nasdaq: PCLN) <http://www.priceline.com/> provides online travel services in 32 languages in over 90 countries in Europe, North America, Asia, the Middle East and Africa. Included in the priceline.com family of companies is Booking.com, a leading international online hotel reservation service, and Agoda.com, an Asian online hotel reservation service. Priceline.com also operates the following Websites: Travelweb.com, Lowestfare.com, RentalCars.com and BreezeNet.com.

Zensar has been working with Priceline.com for the last 16 months. The team has streamlined over a decade's worth of historical transaction and supplier data, and has created accounting structures for all Priceline.com businesses so that transactions can be run in a short overnight time window.

"With Priceline.com's continually growing global presence, rapid scalability complemented by effective rollouts for transaction and accounting systems are critical to the success of our business," said Priceline.com's Chief Technology Officer Ron Rose. "Priceline.com needed a technology partner that could help us create a transformational architecture to enable this process, and to provide the skill sets to help us address the overall system complexity that priceline.com faced with this migration. We are pleased to be associated with Zensar, as they have not only been able to provide us with the expertise to streamline our operations, but have also demonstrated professionalism and dedication to our implementation and our company throughout the entire project."

Dr Ganesh Natarajan, Vice Chairman and CEO of Zensar Technologies said, "In the current challenging environment, organizations are looking to increase efficiency and stability of systems and flexibility in order to stay competitive - our team have been able to consolidate and scale Priceline.com's IT systems onto a single platform to provide maximum business benefit and with a near perfect accuracy. We are happy to be associated with a company which has a vision and will leverage our expertise to meet Priceline.com's transformation agenda."

Zensar's unique combination of domain expertise, market knowledge and a customer-centric approach have ensured high accuracy of processing and accounting of Priceline.com's business processes.

Zensar's experience of having carried out multiple Oracle 11i/R12 upgrades and Oracle Applications have ensured integration of all Oracle Applications with the current priceline.com feeder systems and also have ensured functional testing of all transactions to validate data accuracy. The Company has also implemented Hyperion Financials for consolidation and reporting of Priceline.com's financial data for its global operations. In the first half of this fiscal year, Zensar has seen a surge in its Enterprise Applications business and has added over 28 new customers in UK, US and emerging geographies like South Africa and Middle East. The Company is now the Certified Advantage Partner for US, UK and Middle East- the highest level of partnership status in the region and has also won the Emerging Business Applications Award for 2009 at the Oracle UK Partner Awards in 2009. In the US, the Company has built success stories through Greenfield projects using Oracle Business Accelerators which have been leveraged for faster implementation of enterprise applications and optimization of costs. Zensar expects to do more than 50 engagements in the Oracle domain in the financial year 2010-11 and establish itself as one of the Top Five global consultants for implementation and support of Oracle applications.