



Case Studies

Kuwait Airways Portal Project

Background

Kuwait Airways Company is Kuwait's national carrier, with a modern fleet of 17 aircraft and excellent facilities. The airline embarked on a promotional initiative to re-establish its network to reach over 46 destinations worldwide by offering exceptional levels of service, comfort and safety.

The Challenge

The airline's existing website was informative, but somewhat outdated and static. To keep pace with its market rivals and to move ahead of the competition, the company needed to:-

- Create a dynamic Portal offering the latest news, updates and services
- Feature accurate online flight schedules and cargo tracking
- Allow frequent flyer customers to redeem or submit their points or miles
- Provide up-to-the-minute details about flight or holiday specials through online competitions and advertising campaigns.

Technology Utilized

Design: Flash, Photoshop

Development: JSP & .NET

Database: Oracle 9i

Application Server: SUN iPlanet

The Solution

Kuwait Airways Company purchased an application server and database for the project, but FAPCO was commissioned to provide a turnkey solution comprising:-

- web design & development
- database design
- database integration
- content management.

FAPCO assessed functional requirements through a series of one-to-one interviews, before ensuring that all business and technical specifications were met. Then our technical specialists and system developers successfully created a Portal that not only met Kuwait Airway's specifications, but exceeded them. The new site is highly informative, attractively functional and offers the airline and its customers a distinct competitive edge over the competition.



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The Benefits

The Portal....

- ✓ Provides an enhanced and professional web presence
- ✓ Constitutes a dynamic, contemporary site
- ✓ Effectively communicates the image of a global organization
- ✓ Creates wide public awareness of the airlines services
- ✓ Marks a first step towards global e-business
- ✓ Embraces self sufficient content management and site updates.

About FAPCO:

Fahad Al-Ghunaim and Partners Co. (FAPCO) is an Internet services and solutions company established in January 1996. The company has become a leader in the Internet Technology in the State of Kuwait through its dedication towards the pursuit of excellence. FAPCO's growth has been the result of a dedicated professional approach to its business during its years of operation. The company offers state-of-the-art Internet technologies, supported by strong partners and alliances in the USA and Europe. FAPCO was able to position itself as a one-stop-Internet-shop offering a full range of distinguished Internet services and solutions to its biggest client portfolio in Kuwait.