



The Dynamic O/R Mapping Company

CocoBase® Enterprise O/R

“

We are very satisfied with our choice to use CocoBase® for the Silver Wings Plus project. The tool greatly simplified the task of managing data in the application and their support staff's quick response time was key to our success.

”

Bruce Weiner, CTO, UAL Loyalty Services, Inc.

Customer Story

United Airlines
UAL Loyalty Services

United Airlines Uses CocoBase® Enterprise O/R To Deliver Web-Based Silver Wings Plus Loyalty Program.

Industry

Airlines / Transportation - UAL Loyalty Services, Inc., subsidiary of United Airlines.

Business Challenge

To build a Web-based loyalty services application delivering travel benefits via the Internet for customers 55 years and older. The challenge was to build a web-based system that delivered specialized travel benefits in a relatively short time frame. Application requirements included high performance with quick response times as well as the ability to scale to thousands of users simultaneously.

Business Solution

Silver Wings Plus - United Airlines created a unique travel service for consumers who are 55 and older. They can enjoy savings on travel with United and 18 travel partners as much as 50% off at luxurious hotels, resorts and on cruises plus room upgrades and even free nights.

Membership benefits offer a wealth of United travel discounts that can be used at the convenience of the user. The program also integrates in offers from a solid line-up of well-known travel partners providing exclusive savings on everything from hotel suites to car rentals.

Technology Solution

The team chose to use the Java 2 Enterprise Edition (J2EE) platform to base their application on. For the back-end they used CocoBase's® Dynamic Transparent Persistence™ to manage the application data, which is then stored in the Oracle 8i relational database. The CocoBase® tool was used to map the data in the application to where it is stored in the Oracle database. The CocoBase® Dynamic Transparent Persistence™ features easily enabled the developers to fine tune the application for performance as well as scalability.

The key benefit cited by the customer for choosing CocoBase®, over the competitors, was the ability to easily change and edit the maps (where the details of the mapped data are stored) without the need to recompile or regenerate the application.

Key Benefits:

- Easily edit and change the maps
- Quick Time to Market
- Substantial Labor and Cost Savings

Technology Used

Languages and protocols used:

- Java 2 Enterprise Edition (J2EE)
- CocoBase® Dynamic Transparent Persistence™

Tools Used:

- O/R Mapping Tool - CocoBase® Enterprise O/R, THOUGHT Inc.®
- Servlet Container - Tomcat
- Database - Oracle8i, Oracle Corp.
- Development Environment - Eclipse, Eclipse.org

Company & Product Information

About UAL Loyalty Services -

UAL Loyalty Services, Inc. is a wholly-owned subsidiary of UAL Corporation and is responsible for the development and administration of loyalty programs including Mileage Plus, Silver Wings and MyPoints.com. UAL Loyalty Services also manages united.com, United Cruise4Miles, United Vacations, UnitedEscapes and many of United Airlines' media assets. United Airlines offers more than 1,800 flights a day on a route network that spans the globe. News releases and other information about United Airlines can be found at the company's website, www.united.com.

About CocoBase® Enterprise O/R -

CocoBase® Enterprise O/R, Optimized for J2EE, J2SE and J2ME Customer Success, solves the Object to Relational impedance mismatch. The mature technological leader, available since early 1997 and in its' fourth major release, virtually eliminates the need to hand-code database access for EJB and Java Applications. This can directly decrease up to 85% of the cost of database access development for enterprise customers faced with deploying fine-grained / coarse grained relationships in company applications.

About THOUGHT Inc.®

THOUGHT Inc.®, the Dynamic O/R Mapping™ Company, architects of CocoBase® Enterprise O/R, was formed in 1993, and subsequently revolutionized object to relational mapping technology with landmark solutions and industry leadership. THOUGHT Inc.® leads the industry with key resellers such as Sybase and Embarcadero, technology partners such as IBM, Sun, Borland and Oracle, key customers such as

More information on THOUGHT Inc. ® can be obtained online at WWW.THUGHTINC.COM or by calling, (415) 836-9199.

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