

Where it all went wrong



Where did it go wrong?

- Did not gather and document requirements
- Lack of a proper evaluation process
- System and supplier chosen on 'like factor' and price
- No 'discovery phase' with supplier before committing to the project and contract
- Lack of project governance
- No business process changes made
- No contractual protection

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Case
Study

Tour Operator with legacy system

Questions



Where did it go wrong?

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- No customer engagement strategy to drive requirements
- No content strategy for how it would drive traffic
- No governance
- Scope creep

Case
Study

Travel agency needing a new website

Questions



10 reasons why travel technology projects go wrong

1. Lack of business requirements understanding and documentation
2. No proper evaluation process
3. Cheapest solution chosen, not the one with the best ROI
4. Lack of business process change
5. Lack of project governance and a business sponsor
6. Poor supplier management
7. Lack of a business case/ measurements of success
8. Decisions made by IT staff, not business staff
9. No customer engagement strategy
10. No contractual protection

