

# LYON AEROPORT - MIGRATION TO MAGENTO 2

## RESERVATION PARKING LOT



### ➤ CONTEXT AND ISSUES

ADL parking reservation is a strategic service and the 2nd largest source of extra-airport revenue, 50% of which comes from the website.

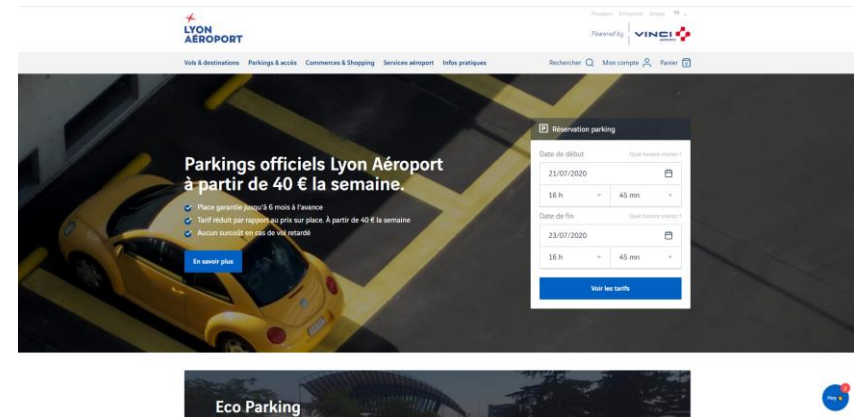
The site allows to optimize the filling of the 7 parking lots and the valorization of the complementary services.

The e-commerce team wants to strengthen the technical base of the site with a migration to Magento 2 and improve the functionalities.

### ➤ RESULTS

The migration to Magento 2 brings :

- Reliability and safety
- The robustness required to operate the algorithm behind the dynamic pricing system of ". yield management" on which the parking reservation is based
- Scalability to prepare new features and enhance marketplace and click&collect
- Usability at VINCI Airports Group level
- Ease of back-office management and webmastering.



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### ➤ OUR SUPPORT

Our experts and the Lyon Airport team had 10 months to complete the migration and make improvements. The Agile method having been privileged, they have, through 18 sprints.

- Maximized the performance of functionalities, such as the ". yield management" algorithm, to provide the most relevant information to users
- Enhanced the UX of the customer area to facilitate access to information and bookings
- Adapted the purchase tunnel to the specificities of the parking reservation with the addition of steps (entry of license plate number, entry of flight number, choice of delay insurance)
- Added back-office administered tools such as banners ".our best price" highlighting options among parking search results
- Introduced the multilingual version to capture more travelers, for example from Switzerland.

