AAPNAInfotech

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2011

Yatra Cricket Manager: A Cricket Themed Online Game

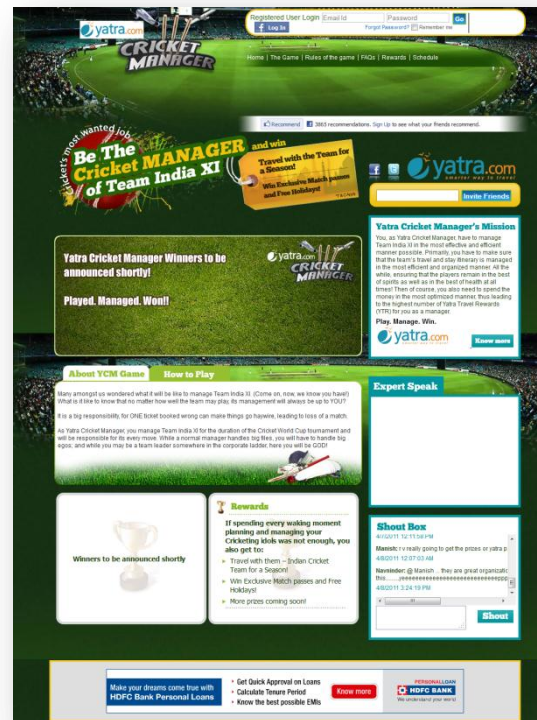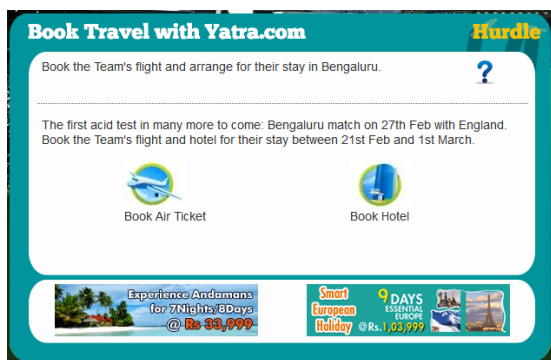## The Challenge

With the Cricket World Cup 2011 being one of the most eagerly anticipated sporting events in the world, especially in the Indian sub-continent, more and more companies wanted to capture the attention of the online users by moulding activities around the event. Yatra.com, one of the leading online travel booking portals, wanted to latch onto this trend and offer a mechanism to engage with the vast community of fans of the game.
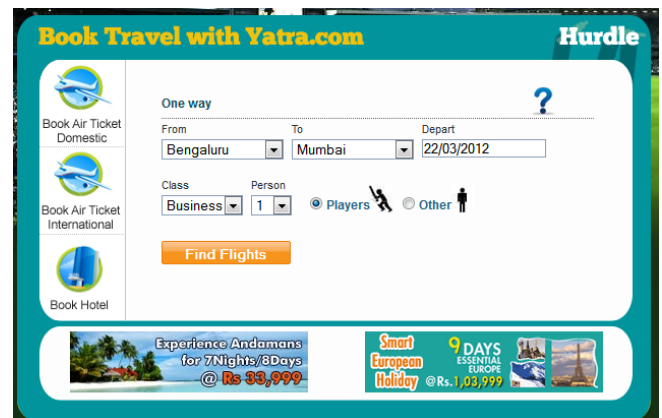

The Solution

Thus was born, Yatra Cricket Manager or YCM, an online cricket simulation game, which allowed users to manage the travel itinerary of the Indian squad as they played the cricket world cup.

AAPNA Infotech Pvt Ltd in January 2011, with its huge experience in developing custom solutions on the .NET platform, took upon the challenge of building the game.

"Consulting with the Yatra team made it abundantly clear that they wanted a web based solution which was robust, secure and offered supreme performance. It was evident immediately that the solution would be implement using the Microsoft .NET platform with CodeSmith as the framework." said Raj Ahuja, AAPNA's .NET expert.

While Microsoft .NET offered an industry standard, Windows based software framework for developing web applications, CodeSmith provided the .netTiers framework, simplifying the task of creating application tiers.

YCM was in many ways a breakthrough application. It incorporated a flight and hotel booking system which completely replicated the actual booking engine of Yatra.com. Using the system, contestants could plan the travel itenerary of the Indian cricket team, as it travelled across the sub – continent for it's matches. Based upon correctness of the bookings, users were awarded morale and fitness points. All reservations were done using a virtual currency called Yatra Travel Rewards or YTR. The winner of the game was decided based upon an algorithm which calculated the most optimized usage of YTR against morale and fitness points earned.

"YCM demonstrated AAPNA's capability to successfully build a complex online application within a strict delivery timeline and run it successfully for the duration of the tournament. We got tremendous response for the game and it was a huge hit!" said Navninder Singh, Manager, Marketing & Strategic Alliances, Yatra.com

About Yatra

Yatra.com is one of India's leading online travel companies. Based in Gurgaon, India, Yatra is a one stop shop for all travel related services. It provides pricing, availability and booking facility for domestic and international air travel and railway and hotel reservations. It also offers holiday packages as well as car and bus rentals. Yatra offers a host of travel related services to make both business and leisure travel easier.

www.yatra.com

About AAPNA Infotech Pvt Ltd

AAPNA Infotech is a premier website development company that helps individuals and organizations build their online presence. AAPNA stands for "reliable" in Sanskrit. Formed over 7 years ago, AAPNA Infotech has expertise in building applications on the .NET platform as well as PHP. AAPNA specializes in building e-commerce stores using osCommerce and CMS driven portals using Word Press. AAPNA also have considerable capabilities with SharePoint development. Based out of Delhi and Durgapur, AAPNA Infotech is a Microsoft Silver Partner company.

www.aapnainfotech.com

About Microsoft .NET

The Microsoft .NET Framework is a software framework available on the Windows platform. It includes a large code library of coded solutions to prevent common programming problems and a virtual machine that manages the execution of programs. The framework's Base Class Library provides a large range of features including user interface, data access, database connectivity, cryptography, web application development, numeric algorithms, and network communications. Programmers produce software by combining their own source code with the .NET Framework and other libraries.

www.microsoft.com/net