

Pivotal Labs Case Study



INDUSTRY
Travel & Hospitality

HEADQUARTERS
Denver, Colorado

PLATFORMS
Web

WHAT OUR CLIENT SAID

"Pivotal doesn't just interact with the website, they understand the business value of the functions and enhancements we're asking for, so they can help us develop better or more efficient ways to do things."

- Adam Oliver
Product Manager



A luxury vacation that begins online, with the client experience

Portico is a private membership service created so friends and family can vacation together in luxurious villas, resorts and homes around the world.

THE CHALLENGE

Exclusive Resorts launched Portico in 2012 and required a website to make luxury vacation services more widely accessible through an elite online experience.

THE SOLUTION

Through a collaborative development process, Pivotal Labs built a membership-based reservation and booking system linked to a variety of business systems on the back end, with an extremely polished user interface up front.

We helped Portico recruit a solid development team, translate business goals into software priorities, develop a sleek but complex web application and create a high-end website in three months. "On the back end it's super technical, a lot of great stuff happening," says Adam Oliver, Portico Product Manager. "On the front end, we've heard a lot of people say it's one of the best looking sites they've seen."

After successfully meeting the launch deadline, the company extended its engagement with Pivotal Labs to expand the capabilities of the site and the services available to club members, creating a client web experience as high-end as the vacation itself.

THE OUTCOME

Because we created the web application simultaneous to training Portico's two new hires, they left the engagement with a deep understanding of the code base they were taking in-house.

ACQUISITION

Portico was acquired by Inspirato with American Express in late 2013.