



Attenda

Always On Managed Services

easyCar case study

easyCar outsources its web applications and infrastructure to provide the agility to scale rapidly as the business grows

easyCar required a new infrastructure that was not only highly available, but also had the capacity to scale rapidly as the business grew and traffic peaked during busy holiday periods, providing true business agility. It chose to work with Attenda, an experienced hosting provider with demonstrable expertise in operating complex transactional websites, for its Critical Applications Hosting.

easyCar is a low cost on-line car hire specialist providing car rental in more than 2400 locations in over 60 countries, offering a wide range of quality vehicles from the best car rental companies around the world.

The company decided to embark upon a major overhaul of its web strategy to support its ambitious growth strategy and expansion of its sales channels, including new infrastructure and application design, to ensure maximum flexibility and the best possible user experience for its growing customer base.

It was essential that easyCar websites provided an almost uninterrupted service, demanding a hosting provider that could take end to end responsibility for all operational aspects of the websites. It required 24 x 7 operation with a technical solution that not only met current requirements, but could scale in line with future growth.



certainty / confidence / agility



“The quality of support that we receive from Attenda has always ensured that any technical issues are diagnosed comprehensively. This is not something that easyCar can do internally and continues to allow the easyCar IT team to focus on development.”

Martin Smith, CTO, easyCar.

Implementing the Attenda solution

easyCar had quickly ruled out the possibility of running the web application in house, and recognised that by outsourcing its IT to Attenda it could provide the business with a highly available and scalable infrastructure.

Martin Smith, easyCar's CTO explains, "Outsourcing leverages economies of scale and offers more expertise than we would be able to employ." He continues, "We want to focus our efforts on expanding the supply base and expanding our sales channels, rather than the operation of the website."

Attenda had previously assisted easyCar to safely migrate from a COM model to a .NET platform which enabled easyCar to change the functionality of the web application rapidly. It also enabled them to integrate their booking engine much closer with those of the suppliers using web services and Dynamic Packaging. As a result easyCar can now offer a global service, interface with more suppliers and place bookings with a market leading two hour lead time.

easyCar's booking engine has become a complex application with the number of external web services and interfaces that are required. Attenda monitors the whole application for easyCar, ensuring that all of the important gateways are available and responding quickly if there are any issues.

Smith comments, "The quality of support that we receive from Attenda has always ensured that any technical issues are diagnosed comprehensively." Smith continues, "This is not something that easyCar can do internally and continues to allow the easyCar IT team to focus on development."

The Attenda Web Applications Managed Service supports each and every layer of the infrastructure that the application sits on. Unlike many providers, the Attenda managed service concentrates not only on supporting the system software, but also the application layer which is often the most volatile part. The service is delivered to a commercial business led SLA rather than a technically focused one, reflecting a true Critical Applications Hosting service.

Realising the business benefits

easyCar has achieved its key requirement to deliver a high availability, high performance, highly secure web applications, with a highly scalable infrastructure to support its ambitious growth plans.

XML gateways, improved application release cycles and the availability and performance of the infrastructure have made a considerable contribution to the ongoing growth of easyCar's business and the customer experience of online car bookings.

The new site has reduced the time to make a booking by as much as 70% and has significantly increased the number of transactions through the site. Smith comments, "The real benefit to us is that the site is quicker, far more flexible and easier to integrate with new suppliers, and at a reduced cost."

Attenda's level of expertise and highly structured, process driven ITIL based Service Desk has meant that it has not been necessary for easyCar to build that expertise in-house, but can rely upon support from Attenda at any time, backed by a meaningful business centric SLA.

With the business rapidly growing, the two parties continue to work closely together to improve the customer experience of the application and ensure that it remains highly available and secure. Smith adds, "We never stop developing, we are always enhancing the applications to offer more services and reduce the booking time."

The major benefit is that easyCar can now focus on the business rather than its IT operations, knowing with confidence that they can trust Attenda to operate and manage its IT systems, enabling easyCar to concentrate on what they do best – running a competitive, reliable, customer focused car rental business.



Attenda

One London Road
Staines TW18 4EX
United Kingdom
t: 01784 211100
w: www.attenda.net

certainty / confidence / agility