

Attenda

Always On Managed Services

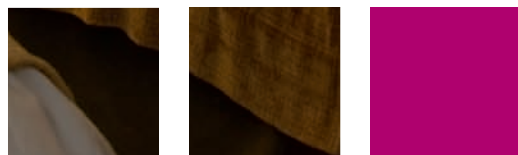
Travelodge case study

Travelodge outsources its business critical website hosting and SAP environments providing scalability and increased business agility to support future growth plans.

Travelodge needed a scalable and reliable solution to better manage its business critical website application to handle the increasing number of customer reservations made online and to maximise revenue potential. It required a solution that was fully supported and so took the strategic decision to entrust the management of its website production environment and disaster recovery solution to Attenda.

Travelodge, the UK's rapidly growing budget hotel company, operates 380 hotels in UK, Ireland and Spain, with plans to operate 70,000 rooms in about 1000 hotels by 2020. With approximately 87% of bookings made over its website www.travelodge.co.uk, Travelodge provides an online retail price-checking, comparing the prices of all the major UK hotel chains to ensure that it remains number one on price.

Travelodge demanded an outsourced solution that included high maintenance and top level service, it also needed a partner that could reliably host the company's business critical infrastructure, with the appropriate scalability to match Travelodge's plan for growth.



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Implementing the Attenda solution

Travelodge began searching for a hosting service provider for its consumer website, having selected Red Hat for its Linux solution. Attenda seemed to provide the ideal fit, given their ability to take on responsibility for pro-actively managing the infrastructure of its network of systems. Attenda had the capability to support both proprietary and open source operating systems, and had worked with Red Hat solutions including Red Hat Enterprise Linux and Red Hat Network.

Travelodge chose the Red Hat Enterprise Linux solution based primarily on the peace of mind that comes with the Red Hat support contract. With such a large proportion of Travelodge reservations made through the website, the company cannot afford downtime. The solution was initially implemented on 16 HP mid range servers, with an HP MSA 1000 SAN, assorted communications and backup and security devices. Attenda uses Red Hat Network to manage the Red Hat enterprise servers, ensuring that Travelodge is kept up to date with the latest security patches and management tools.

Under an initial three year contract, Attenda is managing the production website environment and a disaster recovery solution. The contract has since been enhanced to also manage the infrastructure for the company's Refund System.

The Attenda solution has consolidated Travelodge's complex web server configurations and simultaneously allows full scalability and easy management of its IT infrastructure, including the capability to scale computing resource on demand, using Attenda's Cloud computing platform, Attenda RTI.

"As our website is the first port of call for potential and existing customers, we needed to identify the best solution and support possible," commented Allan Campbell, Head of IT Operations at Travelodge. Campbell continued, "We need reliable support and felt the 24/7 site support service of the Linux community could be improved upon. Attenda ticked all of the boxes and we have been delighted with the service to date."

Since building its relationship with Attenda, Travelodge has additionally looked to Attenda for management of its SAP environment. Previously its SAP landscape had been complex and fragmented, with multiple service providers and different SLAs across critical business processes.

Attenda provides an SAP managed service that covers application hosting, infrastructure, Netweaver and SAP application support. This contract is primed by Attenda, but is delivered in partnership with Bluefin Solutions, to provide a complete end to end service for SAP.

Realising the business benefits

Attenda's service has enabled Travelodge to obtain 24 x 7 availability and support for its website. Attenda ensures maximum reliability for Travelodge's website infrastructure and high availability of the business critical web applications, through the delivery of its web applications and infrastructure managed services to an agreed business-led SLA.

Since migrating to the Attenda hosted solution, Travelodge is able to drive increased additional business through its revenue-generating website, experiencing reduced 'behind-the-scenes' costs for its web presence. It has also considerably lowered its long term IT expenditure while improving its online customer experience.

With the SAP managed service, Travelodge has not only rationalised its vendor management, it has also achieved an end to end SLA across all SAP business processes, with reduced operating costs, a single point of contact and a single commercial contract.

"We are confident that Attenda's managed services have offered us the very best possible support for our business-critical applications" concluded Campbell.



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Allan Campbell,
Head of IT Operations,
Travelodge



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