



CASE STUDY **LONELY PLANET**

Lonely Planet ensures secure travels

Lonely Planet began over forty years ago as an independent printed travel guide aimed at helping travelers on a budget. Since then, the company has grown exponentially, and is now one of the world's most trusted sources for budget travel. They have printed over 120 million books, which have been translated into eleven different languages. Their new website averages 55 million page views per month.

SOLUTION OVERVIEW

Lonely Planet moved from a multi-subscriber business continuity option to a hosting service with Interactive, with co-location space in its Tier 3 data centre replicating information stored at Lonely Planet's own data centre.

VALUE

Lonely Planet was able to reduce its data centres from three to two, at a reduced cost to the company.



"Interactive staff takes the time to understand our business. We were able to talk to them about our change of needs and they worked with us to provide a cost-effective solution."

Ed Cortis, Director of IT
Lonely Planet



BENEFITS

- **One-stop shop for the business' dedicated IT needs**
- **Major cost saving on data centres**

"Interactive is small and local enough to care about our business and provide an outstanding personal service. But it also has the years of industry experience and the high calibre of staff to respond to the demands of our business."

Ed Cortis, Director of IT
Lonely Planet

With a growing number of customers looking online for their travel requirements, a robust and accessible website is critical to a travel business. It stood to reason, when Lonely Planet developed a new website, they took the necessary steps to ensure a secure site with 100% availability.

Lonely Planet needed a solution that could provide resilience in the event of disaster, with minimal impact to its online traffic.

"We spent more than twelve months and a significant amount of money redeveloping lonelyplanet.com, so we were seeking a solution that would maximise our budget without sacrificing the quality of the site," said Ed Cortis, Director of IT, Lonely Planet Australia.

Originally hosting the website from an external data centre, Lonely Planet chose a multi-subscriber business continuity (BC) option with Interactive, enjoying the flexibility of having shared BC space at a lower cost than investing in dedicated seats.

However recently reducing the number of its data centres from three to two, the company's technology requirements changed from needing a multi-subscriber service to requiring co-location data centre space.

"We went through a rigorous process of selecting a new hosting vendor, and chose to work with Interactive due to the service we already enjoyed with them on our managed service and multi-subscriber contracts. It also meant that we would now have a one-stop shop with our dedicated Interactive IT team that had come to know our business so well," Cortis explained.



Lonely Planet migrated data from its previous supplier's data centre to the Lonely Planet head office, mirroring to Interactive. Similarly, the website hosting was moved from the previous data centre to Interactive's Tier 3 data centre, with a warm failover to Lonely Planet ensuring all data was stored securely in two locations.

"The hosting move mainly came down to cost saving, however it was still essential that we ensured all data remained secure with a company we trust," Cortis said.

"Interactive has responded to our business needs – it is small and local enough to care about our business and provide an outstanding personal service, but it also has the years of industry experience and the high calibre of staff to respond to the demands of our business," Cortis said.



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