



Qantas Airways Ensures Site Uptime and Improves International Reach and Performance Cost-Effectively with Akamai

“Akamai is a key plank in our platform, enabling the performance and availability we need to achieve our goals in a cost-effective manner.”

—John Lonergan, Head of qantas.com & Direct Channels, Qantas

The Situation

Founded in the Queensland outback in 1920, Qantas Airways is the world’s longest continuously operating airline. Today it is widely regarded as the world’s leading long-distance airline and one of the strongest brands in Australia, responsible for an estimated \$1.7 billion in revenue for the fiscal year 2009/2010. The airline is committed to continually improving the experience on its website, qantas.com, whether enabling travelers to book all parts of a holiday or to self-manage their travel experiences. Since the site was first launched in 1996, it has evolved into the airline’s primary customer contact channel.

The Challenge

Knowing that the online channel was a critical customer touchpoint, Qantas was committed to developing a strong online presence. While qantas.com had been available for a number of years, it did not deliver the end-to-end customer experience that the airline wanted for its customers. As part of its new strategy, Qantas intended to market a variety of offerings online to address customer needs. “We needed to ensure a superior online experience that revolved around ease of use and optimal performance. After all, our competitors are only a click away,” explains John Lonergan, Head of qantas.com & Direct Channels for Qantas.

The Goals

To Qantas needed to meet three key requirements to support its objectives:

- **Minimize capital expenses** – The airline wanted to minimize short- and long-term infrastructure investments.
- **Improve performance** – With a goal of expanding business globally, Qantas wanted to deliver the best performance possible for all site visitors, regardless of location.
- **Ensure 100% uptime** – The airline needed a solution that enabled it to deliver its site without fail.

Why Akamai

The Choice for International Reach and Service Options

While Qantas had always maintained two data centers in Australia, it did not consider building out additional facilities. John Lonergan says, “Deploying new data centers would have been cost prohibitive for our business and it would not have enabled us to guarantee the level of domestic and international performance we sought.”

Qantas looked at a few different approaches, but decided on Akamai. “Not only does Akamai’s Web Application Accelerator meet our needs for improving domestic and international performance, Akamai offers a range of additional services that support our business. With Akamai, we knew we could contain our infrastructure costs, while immediately leveraging site failover, streaming, and content targeting capabilities,” explains Mr. Lonergan.

Since going live with Akamai, the airline has reduced its web server farm by 50%, while supporting an 80% increase in traffic.



COMPANY

Qantas Airways
Sydney, Australia
qantas.com

INDUSTRY

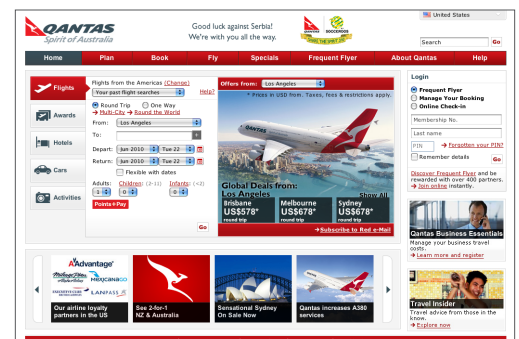
Hotel & Travel

SOLUTIONS

- Akamai Web Application Accelerator
- Akamai Media Delivery
- Site Failover
- Content Targeting

KEY IMPACTS

- Improved site speed delivery by up to 300%
- Reduced Web server farm by 50%
- Contained Infrastructure costs by avoiding data-center build out
- Supported an 80% increase in traffic
- Ensured 100% site availability
- Improved end-user customer experience
- Personalized site content for customers around the globe
- Enabled cost-effective global expansion



Why Akamai (continued)

Boosting Site Performance

From day one, Qantas has focused on delivering a stellar online experience. "Since a majority of our customers deal with us online, we didn't want them to have a poor experience because it would be nearly impossible to recover their business," says Mr. Lonergan. With Akamai solutions in place, Qantas is able to satisfy visitor expectations and keep customers coming back. The airline's site content and applications – such as those for search, booking, and its frequent flyer program – are delivered quickly, up to 300% faster in some cases. Plus, Akamai Content Targeting enables Qantas to personalize site content for customers across the globe. This advanced solution is designed to ensure that site visitors get the right information no matter what country they live in, what language they speak, or what currency they use.

"Akamai enables us to ensure a site experience that is better than that delivered by our competitors. By improving site performance, we are able to generate more online revenue," explains Mr. Lonergan. In fact, Hitwise has recognized qantas.com as Australia's number one travel site, with an average of 8 million visits each month.

Making Sure the Site Flies without Fail

Ensuring uptime is a continuous and costly challenge. Yet consumers have no patience for unavailable sites. In fact, they'll often click away, never to return. "The Akamai solution enables us to maintain an online presence, regardless of Internet conditions or problems with our origin servers," says Mr. Lonergan.

Akamai's technology automatically detects when the airline's origin server is not responding to requests, and displays an alternative site to visitors. When the origin server is back online, Akamai switches back to normal content delivery. "Akamai's Site Failover solution is both simple to use and cost-effective. It enables us to immediately provide an alternate online sales channel without purchasing additional infrastructure," explains Mr. Lonergan.

Traveling to New Horizons

Confident in the performance and availability of its site and online applications, Qantas is ambitiously pursuing growth. As a start, it evolved from serving six markets to offering 36 localized sites, in 8 languages, in 2009. Akamai also enabled the airline to deliver streaming video for the first time. "Akamai made it easy to deliver our 'I Still Call Australia Home' TV commercial online. And we were happy with the results for this short-term campaign – we delivered over 30,000 streams in three months," states Mr. Lonergan.

"We will continue enhancing our sites and applications to deliver the best possible online service to our customers. Akamai is a key component in our platform, enabling the performance and availability we need to achieve our goals in a cost-effective manner," says Mr. Lonergan.

About Qantas®

Qantas is the only airline offering Airbus A380 service from the U.S. on select non-stop flights from Los Angeles to Sydney and to Melbourne. The Qantas A380 features aircraft interiors designed by internationally renowned industrial designer and Qantas Creative Director Marc Newson. Providing over 40 flights per week from the U.S., Qantas offers more than 30 nonstop flights from Los Angeles (to Sydney, Melbourne, Brisbane and Auckland), five from San Francisco, a daily direct service from JFK and three from Honolulu. A leader in in-flight entertainment, all Qantas mainland departures feature on demand video and audio selections for movies, TV programs, radio and games in all classes. qantas.com offers a place for customers to research, plan, book and manage all parts of their trip. Flights, hotels, cars, travel insurance, activities, event tickets and more can all be booked at qantas.com. Customers can manage their trip online too with qantas.com Mobile, seat selection, Exit Row seat purchase, additional baggage allowance and other items to add to their booking. Plus, customers can find travel inspiration to research their trip with planning tools such as Travel Insider and Trip Finder.

The Akamai Difference

Akamai® provides market-leading, cloud-based services for optimizing Web and mobile content and applications, online HD video, and secure e-commerce. Combining highly-distributed, energy-efficient computing with intelligent software, Akamai's global platform is transforming the cloud into a more viable place to inform, entertain, advertise, transact and collaborate. To learn how the world's leading enterprises are optimizing their business in the cloud, please visit www.akamai.com and follow @Akamai on Twitter.

Akamai Technologies, Inc.

U.S. Headquarters

8 Cambridge Center
Cambridge, MA 02142
Tel 617.444.3000
Fax 617.444.3001
U.S. toll-free 877.4AKAMAI
(877.425.2624)

www.akamai.com

International Offices

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