



Alcatraz Media Success Story

Organization

Alcatraz Media

Industry

Travel and transportation

Business Need

Integrated data center and high availability connectivity solution supporting e-commerce, content delivery and business continuity

Internap Solution

Colocation, managed hosting, Content Delivery Network (CDN) and Performance IP™ services

Results

- Experienced revenue growth of more than 30% since the Performance IP service was implemented.
- Increased profitability by 10% since implementation.
- Enhanced availability, which drove efficiencies and saved the company at least \$400,000 per year.

Customer Overview

Alcatraz Media is the world's largest provider of destination travel products. Founded in 1999, the company and its affiliates sell tours, tickets, activities, attractions, entertainment, transportation, hotels and travel services. Headquartered in Atlanta, Alcatraz Media operates globally, offering more than 11,000 active tours from 2,600 providers in 450 markets.

With a database of more than two million customers, millions of unique monthly website visitors, and thousands of weekly transactions, Alcatraz Media depends on the Internet. The vast majority of the company's marketing, sales and order fulfillment is conducted online. At the heart of the customer transaction is Reserve XL, Alcatraz Media's proprietary customer management system which, in addition to allowing the company to maintain a record of every interaction with its customers (including phone calls, e-mails, faxes and letters), allows it to generate e-mail confirmations, create online e-tickets, permit customer access to booking information and follow up with reminders.

In addition to online tools, Alcatraz Media, which counts customer support among its differentiators, operates a large company-staffed call center which handles customer inquiries and care.

Business Challenge

Web-based service delivery is now taken for granted by most consumers. As Internet use has grown, so has the online availability of products and services. One area particularly well-suited to online service delivery is travel services. Consumers can discover, explore and purchase almost any kind of travel service over the Internet.

For enterprises on the other side of this relationship, the success of its customer interaction is measured in terms of user-experience. The traveling public wants to find information about the products and services, evaluate their options and transact quickly and efficiently.

For travel service providers, meeting customer needs requires an infrastructure capable of supporting high levels of availability and performance. With revenues and user satisfaction at stake, an online business must ensure its ability to serve its customers 24/7 or risk losing business to the competition. Lost opportunities do not present themselves a second time, so travel service providers must be available and ready to serve customers at all times.

“The combination of offerings that allows us to match our business needs with our infrastructure needs really makes Internap a very good choice for Alcatraz Media. With Internap, I feel that I have the right tools in place to support the growth of my business over the next three years.”

Ryan Windsor
Alcatraz Media
Founder and CEO

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

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Solution Requirements

Availability, performance and stability are among the key factors identified as critical to Alcatraz Media's business success. Having already established itself as a leading provider in the travel industry through organic growth, Alcatraz Media wanted to ensure that it was well-positioned to grow and continue to provide high levels of service to its customers, suppliers and partners. With revenue growth, customer service, supplier satisfaction and business operations efficiency all hinging on its choice of infrastructure, Alcatraz Media set out to upgrade its infrastructure with four goals:

1. Capacity to grow its business at historical rates over its strategic planning period
2. Support for implementation of a business continuity plan
3. Targeted increases in productivity and service offerings via technology upgrades
4. Enhanced business performance from optimized network connectivity

After careful evaluation, Alcatraz Media selected Internap as its primary infrastructure solution provider based on the alignment between the company's needs and breadth of Internap services, including Internap's complementary geographic service area which matched its requirements. The combination of Internap's colocation, managed hosting, Content Delivery Network (CDN) and Performance IP services provide Alcatraz Media with a secure and highly-redundant data center environment, abundant access to bandwidth, a platform for incorporating more video content into its websites and a business continuity option.

Solution Benefits

Since signing on with Internap, Alcatraz Media has realized tremendous benefits, including:

Availability	With bandwidth delivered using Internap's unique Private Network Access Point (P-NAP®) architecture working seamlessly in conjunction with Internap's patented Managed Internet Route Optimization™ (MIRO) technology, Alcatraz Media has experienced greater levels of network availability than it had with its previous provider.
Business Continuity	Utilizing a combination of colocation assets and Internap managed hosting services to assure a fully-redundant data center network Alcatraz Media is able to provide continued services in the event of an unforeseen event impacting either its West coast or East coast operations.
Speed	Internap's geographically diverse CDN network combined with its lightening speed Performance IP keeps Alcatraz Media's page load times down and traffic moving fast. The result: the best possible experience for customers, 100% of the time.
Dependability	Internap's industry-leading Service Level Agreement supports 100% uptime, eliminating frustration for Alcatraz Media's customers.

Bottom Line

Serving customers on their terms is a hallmark of Alcatraz Media's business model. Meeting customers' online demands and requests in real time can be challenging and requires a robust, reliable and highly available IT Infrastructure. For Alcatraz Media, Internap's high-performance solutions allowed it to optimize and streamline business operations. The benefits are real, measured in dollars and customer satisfaction. For Alcatraz Media, that means connecting more people to more places, seamlessly, efficiently and cost-effectively.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, availability and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

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