

We wanted to fly into new markets with our customers



We got it!

“Of the eight companies we went out to tender with, we felt **adapt** was the most knowledgeable, and actually knew what they were talking about. They would tell us the facts, which so few vendors would do. Our company’s livelihood is the internet, we need transparent information and choice to allow us to make the right decisions for our business challenges. **adapt**’s business model allows us to do this.”

Sian Jewsbury Head of European Operations, Cheapflights.co.uk

We got

A true partnership with a knowledgeable company who will tell it to us straight, allowing us the choice of services and solutions to meet our availability requirements, as well as the expansion and growth into additional data centres, technologies, and international markets.

Business challenge

- Improving consistency of service
- Increasing power capacity and bandwidth
- Providing easier webpage content management
- Reducing strain on the internal team

adapt solution

- Secure colocation and internet access solution
- Initial provision of a secure private suite in **adapt**’s Level (3) data centre
- Provision of expert consultancy and ongoing technical support

Business value

- Ability to provide exceptional customer service
- Always-on, uninterrupted service
- Tell it to me straight
- Flexible, scalable solution to support growth

Overview

In 2007 Cheapflights.co.uk a pioneering web-based flight price comparison company, turned to **adapt** to provide a secure managed data hosting solution in London.

Cheapflights.co.uk wanted to gain valuable capacity and bandwidth – allowing the company to expand its web capabilities and services. As a 100 percent web-based company, servicing customers in real time, Cheapflights.co.uk also needed to work with a provider that could maintain an always-on, uninterrupted, service.

Initially operating in the UK and USA, Cheapflights.co.uk also wanted to extend its fast-growing business into new markets.

Prior to working with **adapt**, Cheapflights.co.uk was hampered by a lack of power capacity in London – meaning that the company was unable to expand its data centre environment at a time when it was experiencing particularly high levels of growth. This significant business challenge needed to be addressed immediately, and prompted the organisation to look towards a more secure data hosting environment.

Cheapflights.co.uk also required a high-level of remote support and service resources to reduce the strain on the internal team.

Cheapflights.co.uk chose **adapt** to provide a secure managed data hosting solution. Initially providing a private secure suite in a Level (3) data centre, with connectivity, **adapt** now holds the UK infrastructure and central systems for Cheapflights.co.uk. A fully managed project delivery allowed the two data centre sites to run simultaneously to ensure all security, functionality, and environmental testing was accepted prior to final hand over of service. **adapt** has enabled Cheapflights.co.uk to maintain uninterrupted service, as well as providing additional remote support as needed, taking the strain off the IT team in high peak times.

“It was important for us to engage with a supplier that really knew what they were talking about and offered new technologies that have allowed us to grow at a pace, not just in the UK, but to expand into new markets.”

Sian Jewsbury Cheapflights.co.uk

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new thinking



We got it!

“**adapt**’s commitment to provide consistently high service delivery has made this relationship a true partnership, which has dramatically improved the way our business operates.”

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In 2007, after a meticulous selection process, we were chosen by Cheapflights.co.uk to provide secure managed data hosting and connectivity solution. Cheapflights.co.uk saw in us, a company flexible enough to grow with the organisation – to support its planned development and help expand its web 2.0 capabilities.

At **adapt**, we provide enterprise-level services to mid-market companies – a perfect fit for Cheapflights.co.uk as a growing organisation which operates in a fast-paced and competitive market.

Our managed data hosting and connectivity solution provided Cheapflights.co.uk with confidence that its users would experience a consistently high level of service.

Furthermore, with less time spent monitoring systems and managing uptime, the team at Cheapflights.co.uk now has the freedom to devote considerably more time to refining its services and setting out plans for future innovation.

“It was vital that the ‘little fish – big pond’ scenario didn’t happen. We’re a growing company and didn’t want to get lost in a sea of enterprise customers. We felt that **adapt** was/is going through a similar growth and change model as Cheapflights.co.uk, forming many synergies between the two companies and allowing us to be true partners in our challenges ahead.”

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