

IN BRIEF**Industry**

- » Consumer Products & Services

Challenges

- » Existing website couldn't cope with peaks in traffic
- » Web pages were slow to load
- » Needed a scalable, secure traffic management solution that would enable customers to make online travel bookings

Solution

- » Riverbed Stingray Traffic Manager

Benefits

- » Pages load much faster and downtime is a thing of the past
- » Company didn't have to increase the size of its IT team
- » Reduced call center strain and significant cost savings



Meridiana fly

Riverbed Helps Meridiana fly Meet Increased Demand for Online Travel Bookings

In today's highly competitive travel industry, airlines are being driven to improve by customers who demand that websites make it faster, easier, and more cost-effective to book online. It is therefore crucial for Italy's leading airline and travel group, Meridiana fly, to maintain a strong online brand presence, ensuring that customers never experience downtime or interruptions to online service.

Meridiana fly wanted to diversify into new sectors and territories, so it launched a number of online promotions, eventually driving over 15 million hits a month to its dynamic, content-rich website. This success put an intolerable strain on the existing web infrastructure, which couldn't cope with the peaks in web traffic. For Meridiana fly, dramatically improving its web infrastructure and significantly boosting its online customer service had now become a key challenge that urgently needed addressing.

Dino Zuin, CIO at Meridiana fly, discusses how the company needed a solution that could be deployed very quickly within its existing infrastructure.

Zuin explains, "We started to evaluate Riverbed® Stingray™ Traffic Manager when our servers became overloaded. Our website couldn't cope with the sudden spikes in traffic, and the pages were slow to load.

"We needed a scalable traffic management solution to provide our customers with the reliable and secure environment they need in order to make their travel bookings online."

Meridiana fly considered hardware alternatives but chose Riverbed for the quality of its software and consultative approach. The decision was also supported by Tiscali, Meridiana fly's infrastructure provider, who recommended using a Riverbed.

Zuin said, "With excellent initial test results, we progressed and easily deployed Riverbed Stingray Traffic Manager in less than five hours. It was quickly apparent that our problems were solved.

Why Riverbed?

Luca La Cava, Research and Development Manager at Meridiana fly, continues, "We are particularly impressed with the Riverbed programming language, Stingray TrafficScript, which is embedded within the software. This feature enabled us to very quickly write and implement our own set of business rules and logic, giving us the complete flexibility and control we needed.

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Dino Zuin, CIO, Meridiana fly

“Service level monitoring is also a key tool, enabling us to assess the true performance of our applications so we can monitor and analyze traffic. It also aids in future planning, and while we are increasing the amount of dynamic content on our website, we now cache the majority of static content, which allows visitors to view pages much faster than before.”

Deploying Stingray Traffic Manager has meant that Meridiana fly did not have to increase the size of its IT team. It has also reduced the strain on its call centers because the majority of customers can now complete their requirements online. This has also netted Meridiana fly a significant cost savings.

Zuin concludes, “With all our web traffic going through Riverbed, Stingray Traffic Manager is now fundamental to our business. We consistently provide our customers with the best online experience possible, even during our busiest periods. As a result, in 2009, based on statistics from Nielsen, www.meridiana.com was ranked first place of all Italian airline portals.

“Having a reliable, highly responsive website in place means that we can now begin to evaluate the potential migration to a virtualized environment, enabling further cost savings and even greater flexibility in the future.”

About Meridiana fly

Meridiana fly is the second largest airline company in Italy and merges two renowned air transport businesses: Meridiana and Eurofly. Meridiana fly is currently the only Italian company listed on the Milan Stock Exchange (trading code EEZ). The company now services 90 destinations in Italy and around the world, with over 1500 flights per week, focusing on five main base airports: Olbia, Milan Malpensa, Verona, Florence, and Cagliari. This merger also represents the second largest national carrier, with a consolidated turnover of over 800 million and a total of 2,700 employees.

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Luca La Cava, research and development manager, Meridiana fly

About Riverbed

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at www.riverbed.com.



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