HONGKONG AIRLINES
香 港 航 空

香港寬頻
HONG KONG
BROADBAND NETWORK

企業方案
Enterprise Solutions

"With HKBN's Infinite Server service, we are able to allocate virtual resources and adjust value-added services through a Self-Service Web Portal. This flexible and convenient experience powered by innovative cloud technology has helped us cope with fast-changing business needs. It has also offered significant cost-savings as we eliminated the need to set up extra servers to conduct User Acceptance Testing."

Ricky Chong
General Manager, Corporate Development
Hong Kong Airlines

Designed for Infinite Resources On-demand

Challenges and Solutions

Hong Kong Airlines is a full-service airline operating flights between Hong Kong and over 30 cities worldwide. In the high-flying aviation industry, airlines frequently adopt short-term marketing campaigns in response to evolving market situations. Among other ad hoc needs, Hong Kong Airlines conducts User Acceptance Testing (UAT) for its upcoming campaigns from time to time. However, installing dedicated physical devices for ad hoc UAT was a consistent strain on the company's resources. As physical servers have limited memory, the amount of servers that a company owns may run the risk of not meeting actual needs. This solution is neither cost-effective nor beneficial for budgeting.

HKBN offered the perfect solution in the form of its Infinite Server service. With this Infrastructure-as-a-Service (IaaS), Hong Kong Airlines is able to utilise four virtual servers operated by HKBN to conduct UATs. Not having to set up its own servers means Hong Kong Airlines is able to minimise human and capital investments ordinarily allocated towards installation and maintenance. During peak periods, Hong Kong Airlines can even access back-up virtual resources to increase memory on-demand, negating the extra cost of installing physical servers.

Flexible Use of Virtual Resources

HKBN's Infinite Server is a flexible and versatile service that allows customers to manage their virtual resources and adjust value-added services on-demand. During peak demand or when the situation requires it, a server memory upgrade can be conducted without suspending system operations, ensuring that its business stays uninterrupted. With Infinite Server, Hong Kong Airlines is able to allocate virtual resources flexibly and quickly, thus shortening its time-to-market and enhancing its overall competitiveness. Last but not least, Hong Kong Airlines has full control to independently allocate virtual resources via Infinite Server's Self-Service Web Portal when needed. Users are charged monthly based on their actual usage, offering much more predictability in terms of budgeting. As a trusted partner of Hong Kong Airlines, HKBN strives to deliver fast, convenient and expandable cloud services to help enterprises thrive with enhanced operational efficiency.

Use of HKBN Solution	• **Infinite Server** - provides Hong Kong Airlines with an on-demand and independent virtual server solution that flexibly meets its business needs.