

Akamai Helps Flight Network Increase Conversion Rate by 8% While Providing a Platform on Which It Can Continue to Grow Internationally



“ Any e-commerce site that wants to provide the best possible, most reliable experience, should use Akamai.

— **Derek Marshall**, Chief Technology Officer, Flight Network

The Situation

Flight Network is an online travel company based in Ontario, Canada with 350+ employees around the world. Formed in 2005, Flight Network has grown to become the largest Canadian-owned online travel agency, seeing millions of visitors each month. Its industry-first Price Drop Protection™ offers customers the unique ability to book early and save later should the price of their trip drop. Being a customer-focused company, it has seen rapid growth since its inception, and this has led to the challenge of supporting its growth to ensure that customers continue to have great travel-booking experiences.

The Challenge

Flight Network realized that on its current trajectory, it would quickly exceed the limits of its current systems. On top of growth and scaling challenges, it needed to serve an increasingly global customer base while delivering more consistent website experiences, particularly on mobile devices. Being in a highly-competitive market where price is often a key differentiator, Flight Network realized it needed a partner that could help them align to customers' needs by building a great customer experience – rather than trying to compete on price.

The Goals

Due to Flight Network's incredible growth, it needed to tackle three key challenges:

- **Deliver a Superior Customer Experience:** The company wanted to make sure that its customers would get a consistent customer experience on their desktop and mobile devices
- **Serve a Global Customer:** As more of Flight Network's customers were becoming global, it realized it needed to build out a web infrastructure and partner ecosystem to ensure it could deliver a great user experience, anywhere in the world
- **Provide an Exceptional Mobile Experience:** Another important trend in the market is the increasingly mobile traveler. Flight Network needed a partner to help them ensure these mobile travelers would get a reliable, consistent, and fast experience regardless of the device they use

Why Akamai

Deliver a Superior Customer Experience

Flight Network evaluated both cloud based and hosted solutions. It finally chose to partner with the best web infrastructure and optimization solution, with the scale to support its growth. As customer experience becomes a cornerstone of a successful e-commerce company, it is paramount that Flight Network enables customers to easily find its site. In addition, when on site, it wanted to ensure that customers could easily search, research, and buy the services they desired. However, with its only data center located in Ontario, Flight Network knew it would be difficult to provide a consistent, fast, and secure web experience to all of its customers. The logical choice was to partner with Akamai to deliver a global content delivery network with a 100% uptime guarantee that allows Flight Network to address its immediate challenges and prepare for future growth.

FlightNetwork®

COMPANY

Flight Network
Oakville, Ontario, CA
www.flightnetwork.com

INDUSTRY

Travel

SOLUTIONS

- ION Standard

KEY IMPACTS

- Conversion rate increased 8%
- Nearly 200% improvement in load time
- Peace of mind – prepared for future scale



Flight Network

“As our traffic has increased significantly year over year, with much of the growth from our international expansion and an increase in mobile usage, we simply could not have maintained our trajectory without Akamai,” said Marshall.

Serve a Global Customer

As more and more of its customers were engaging with Flight Network across the globe, it quickly recognized the opportunity this presented to expand its footprint and grow revenue. Flight Network also recognized the challenge it faced in providing a consistently excellent customer experience to this wide spread customer base.

With Akamai, Flight Network found a partner that could help deliver a fast, reliable, and secure connection to its customers wherever they may be, with a minimum of effort and web infrastructure investment.

“Akamai gives us the flexibility to introduce new applications for content, seamlessly improving the website experience as we’re adding new markets and new applications. We can trust Akamai to deliver and that gives us peace of mind,” indicated Marshall.

Provide an Exceptional Mobile Experience

It’s a mobile world and nowhere is that more evident than in travel. While most of initial bookings are still done on desktops, travelers are inherently mobile. Travelers on mobile devices need to access vital information while on the move, whether to check a flight or gate number, confirm or change a hotel reservation, or any number of other immediate needs that arise. Flight Network recognized this need and sought a web infrastructure and optimization solution that would enable it to provide a seamless, worry-free mobile experience to earn the trust of their customers. Working with Akamai was the natural path to provide the best possible mobile experience on any device, anywhere.

“As an e-commerce website we considered cloud based and hosted solutions, but ultimately decided to go with the best performing and most flexible to help us deliver a seamless mobile experience as fast, reliable, and secure as our desktop experience.

— Derek Marshall, Chief Technology Officer, Flight Network

About Flight Network

Formed in 2005, Flight Network has grown to become the largest Canadian-owned online travel agency in Canada. Flight Network has done this through our unique ability to offer the best prices, as well as using technology to improve the entire travel booking experience and convenience for our customers. Today, Flight Network is positioned to lead the way as travel moves increasingly mobile, with consumers demanding better services and convenience from the travel companies they do business with. For more information visit www.flightnetwork.com.



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable, and secure for its customers. The company’s advanced web performance, mobile performance, cloud security, and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise, and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers, and contact information for all locations are listed on www.akamai.com/locations.