

A photograph of the Tower Bridge in London at dusk. The bridge's towers are illuminated with warm lights, and the suspension cables are visible against the darkening sky. The bridge spans across the water, with its reflection visible in the dark water below.

Britain's tourism body outsources online and social media content to UKSolutions

Ability to understand the needs of a public sector organisation and develop bespoke technology solutions are key to a long and successful partnership between **UKSolutions** and **Visit Britain**.

UKSolutions
Data Matters

Success story

Visit Britain

June 2010



Working in partnership with key UK tourism associations, Visit Britain is responsible for inspiring the world to explore Britain and for developing the UK's visitor economy. The organisation works in collaboration with representatives from 35 countries to provide tailored information to promote Britain and its tourist attractions via a global network of 46 websites. It's goal is to increase overseas visitor spend to all parts of Britain and improve Britain's rankings on the destination wish list for international travellers.

The challenge

The Visit Britain network of websites attracts more than 25 million global visitors annually and with the advent of social networking now a firmly established and fast growing communication channel, the company was struggling to host such a large quantity of data and ensure continuity and uptime across its business.

With the company's online evolution and expansion, Visit Britain quickly recognised the need to seek assistance to ensure its operations would continue free of disruption, while offering secure, scalable and diverse connectivity options. It decided to outsource its crucial front line application and data hosting services to a trusted, cost effective third party data centre that could provide exceptional levels of global reach.

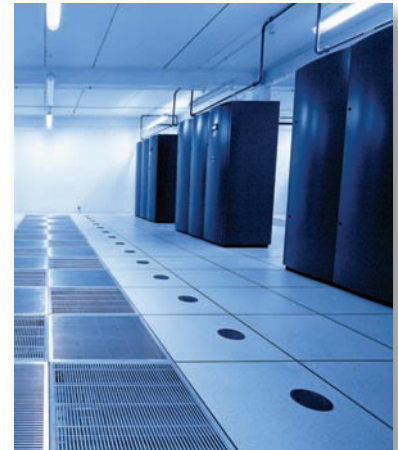
Visit Britain began to look at a number of potential partners, who could help to expand its global reach while ensuring maximum availability and low latency when handling such large quantities of data. Part of any arrangement had to include high-speed application performance, enabling an improved user experience and increased network resilience, while also driving down bandwidth and other costs.

The solution

Following a re-evaluation of the effectiveness of its existing LAN data centre infrastructure, the company approached Midlands-based data services provider, UKSolutions. Daniel Lowe, managing director at UKSolutions says it was vital to provide the right combination of services. "With so much marketing activity and interaction taking place across all of the Visit Britain global websites, it was essential the company could team up with a data centre partner that could provide the hosting and connectivity capabilities to ensure maximum uptime and reliability."

"With more than 12 years experience providing our satisfied customers with hosting solutions and adding value with a variety of connectivity options, we understand the importance of business continuity and data security. The hosting options available range from a single server through to dedicated full racks, energy efficient 'pods' and private suites, all delivered with environmental resilience," concluded Dan.

UKSolutions offers premier Tier IV data space with diverse connectivity options and high-level security. The company delivers data centre services for SMBs through to



larger enterprises and is currently the leading data centre operative outside the London area.

Faried R Poorsalehi, head of service delivery at Visit Britain believes having a detailed and comprehensive selection criteria was important to finding the right partner. "We looked closely at a number of different data centre providers across the country and visited several different sites as part of the decision making process. We were immediately impressed with the UKSolutions data centre facilities which were both innovative in design and incredibly secure. In addition to this, the company was extremely professional from the early days of our relationship and the level of ongoing support offered was also a major selling point," added Faried.

UKSolutions set about designing a bespoke network infrastructure for a hosted environment, encompassing the latest innovations in security, cooling, power and connectivity. This included independent access to the US market for increased business continuity.

"With more than 12 years experience providing our satisfied customers with hosting solutions"

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Evaluation

Visit Britain has been working together with UKSolutions since August 2006 and the partnership has already delivered substantial return on investment and business benefits.

“Since outsourcing our data centre facility to UKSolutions, we have extended our international reach to promote tourism with maximum availability. It’s a massive advantage for our business, to have confidence in delivering resilient, fast and consistent content to end-users for the seemingly ever-popular growing social media channels. The fact that we have tailored the service according to our business needs has been critical. It has enabled us to tackle head on the relentless growth in data stimulated by the rise in digital and social media,” said Faried.



“Since outsourcing our data centre facility to UKSolutions, we have extended our international reach to promote tourism with maximum availability”

“We are now delivering bespoke digital communication campaigns to further promote British tourism around the world thanks to this high performance, cost effective and scalable data centre service offered by UKSolutions. We look forward to enjoying a long and successful partnership with UKSolutions for years to come,” he concluded.

About Visit Britain:

Visit Britain is Britain’s national tourism agency, responsible for marketing Britain overseas. We work in partnership with thousands of organisations in the UK and overseas and seek to ensure that Britain is marketed in an appropriate way in 35 markets around the world. We also work to promote the tourism industry within the UK itself.

Faced with competition from overseas markets, we have a vital role to play in an important sector of the UK economy. In Asia for example, many European countries are competing for a share of the growing middle classes’ disposable income. We are an organisation that can change the way potential tourists view the UK as a destination, inspire them to visit and help plan their trip.

Visit Britain is funded by the Department for Culture, Media and Sport, to promote Britain as a tourist destination. We also work in partnership with the national tourist boards in England, Scotland and Wales to promote an attractive image of

all parts of Britain. We seek to provide inspirational, impartial tourism information and gathers essential market intelligence and insights for the UK tourism industry. For more information visit www.visitbritain.co.uk

“We are an organisation that can change the way potential tourists view the UK as a destination”

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About UKSolutions:

UKSolutions was established as a data networking consultancy in 1996 by managing director Daniel Lowe, then only 17 years of age. It now owns and maintains two dedicated co-location facilities, managing a diverse multi carrier network, focusing on delivering

unparalleled support through its experienced in-house technical teams.

It specialises in hosting premier data space with diverse connectivity options for clients of all sizes, elite security measures and exceptional technical support services.

Located in Studley, Warwickshire, UKSolutions is an accomplished Tier IV data centre that offers quality service and infrastructure equal to and above many of the data centres located in the congested London area.

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we are committed to making environmentally responsible choices and encourage our suppliers and customers to do the same