

Qantas guarantees online availability, improving customer experience and protecting revenue.



CUSTOMER PROFILE

Industry: **Transportation**

Organization: **Qantas Airways**

Revenue: **A\$13.8 billion in FY09/10**

Employees: **More than 32,500**

BUSINESS

Headquartered in Australia, Qantas is one of the world's leading long-distance airlines. With more than 32,500 staff and a fleet of 252 aircraft, Qantas flies to 182 destinations in 44 countries around the world.

CHALLENGE

Qantas.com provides a large proportion of the company's income. To safeguard this revenue stream, the airline's 31 regional and local websites must offer excellent usability and high levels of availability — especially when there is a peak in customer demand.

SOLUTION

Implement the CA Wily Application Performance Management solution to monitor the many different applications that are key to Qantas' online offering. The solution helps to speed up problem analysis and simplify load planning, which safeguards the availability of Web applications and provides the best possible customer experience.

RESULT

QANTAS can identify issues with its Web applications up to five times faster, which has meant increased availability and an improved online experience for customers. A more reliable online presence helps protect the airline's competitive advantage, reputation and revenues.

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Business

Flying high

Qantas is one of the world's leading long-distance airlines, now in its 89th year of operation. Part of the Qantas Group, which also includes a diverse range of airline-related businesses, the airline flies to 182 destinations in 44 countries and operates 5600 flights a week domestically, 160 in New Zealand and 970 internationally.

The company has a reputation for excellence in safety, operational reliability, engineering and customer service, and has won a number of awards, including Best Airline based in Australasia/Pacific in the OAG Airline of the Year Awards 2006.

Challenge

Guaranteeing website availability and customer access

The airline's website is Australia's largest and most popular travel site, and is responsible for a significant proportion of Qantas' business through bookings, frequent flier redemptions and airport and flight information.

To provide a global Web service, Qantas has 34 international web sites. Brad Tate, Manager Enterprise Solutions for Qantas, comments, "Many customers now book and purchase flights online, so Qantas.com has become an essential revenue stream for the company. Online customers will quickly turn to competitors, however, if the website isn't highly available."

To ensure its various websites offer a high quality user experience, Qantas relies on many applications to provide comprehensive functionality and improve usability, which means that the company's Internet infrastructure is extremely complex.

As a result of this complexity and the growing volume of Web traffic, maintaining high levels of availability was proving a significant challenge for Qantas. As Tate explains, "Our websites have to deal with a very high volume of traffic, which is constantly increasing. Following events, such as the introduction of promotional programmes and even Christmas, Internet traffic will spike, which can cause availability problems."

The number one priority in such situations is getting the website back up and running as quickly as possible. With only homegrown tools to rely on, investigating the cause of Web availability problems was inefficient and time consuming for Qantas. As Tate explains, "The only analysis we were able to carry out following an outage was using log files. This made it difficult to pinpoint the exact cause of a problem which meant it was more likely to recur."

After experiencing significant website outages, Qantas realised that it needed to protect this vital online revenue stream by ensuring the availability and performance of its Internet applications.

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Manager Enterprise Solutions, Qantas

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Solution

Automated application monitoring and load planning

To help improve business service management, Qantas investigated a number of options and eventually selected the CA Wily Application Performance Management solution for its comprehensive functionality and reputation as a best-of-breed product.

Qantas uses CA Wily Introscope, which integrates with the company's BEA WebLogic sever, to monitor its Web applications and underlying infrastructure, source information for load planning and pro-actively identify issues before they cause website outages.

CA partner implementation was able to help Qantas to identify the root cause application performance issues that would have impacted the successful deployment of a key customer-facing application, and in doing so, demonstrated the value of having visibility into the inner working of all transactions all the time.

The partner understood Qantas' need to serve high transaction volumes without degrading performance. From the years of experience the partner had, in application performance management they knew that only CA Wily Introscope would be able to provide the level of instrumentation needed to detect problems early and identify their root cause without impacting Qantas' high-volume production applications.

CA Wily Introscope has proved particularly useful when rolling out new applications. For example, Qantas' Dynamic Promotions application stores user information, such as regular flight routes, to create personalised promotional messages. As Tate explains: "When the Dynamic Promotions application was initially rolled out, it caused considerable performance issues on the website. By using the analytical data from CA's solution, we were able to identify the root cause and re-write the application to avoid the issue recurring."

CA Wily Application Performance Management has also helped the airline's Web team create a site that can cope with spikes in online traffic of over 20 million page views a week — without any availability problems.

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“Thanks to the CA Wily solution, we have been able to create a world-class website that offers comprehensive functionality and high levels of availability. This helps Qantas maintain its reputation for delivering an exceptional customer experience, and safeguard an essential revenue stream.”

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Brad Tate
Manager Enterprise Solutions, Qantas

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Results

Safeguarding online revenues

Using the CA Wily solution, Qantas is able to identify faults with its Web environment up to five times faster than previously, and test and apply fixes more quickly.

Through pro-active monitoring of its Internet applications, Qantas has been able to:

- Reduce website outages, thereby safeguarding a critical revenue stream
- Enhance the efficiency and effectiveness of its Web team through faster fault identification
- Improve the online experience for millions of customers
- Increase its competitive advantage by deploying new online applications faster.

“Thanks to the CA Wily solution, we have been able to create a world-class website that offers comprehensive functionality and high levels of availability. This helps Qantas maintain its reputation for delivering an exceptional customer experience, and safeguard an essential revenue stream,” comments Tate.

Qantas is also planning to extend the use of the solution to enterprise-wide capacity planning processes and managing service level agreements for application development and support.

To learn more and see how CA software solutions enable other organizations to unify and simplify IT management for better business results, visit ca.com/success.

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