

FLYING HIGH ON THE WINGS OF IT TRANSFORMATION

Europe's largest airline Ryanair uses Dell EMC PowerEdge servers and OpenManage Essentials software to run its line-of-business applications and support a 68 percent increase in passenger numbers over the next seven years



Commercial Airline/Travel

Ireland

Business needs

Ryanair expects 81 million new customers to fly on its aeroplanes over the next seven years. To support this growth, the firm embarked on a major IT transformation, part of which was the rollout of a new website.

Solutions at a glance

- **Data Center**
 - [Dell EMC PowerEdge R630 and R730 servers powered by Intel® Xeon® processors](#)
 - [OpenManage Essentials software](#)
 - [VMware vCenter](#)

Business results

- Modernises every facet of the organisation through IT transformation
- Delivers the right product to the right customer at the right time, and at the right price
- Supports increase in passenger numbers of 68 percent over the next seven years

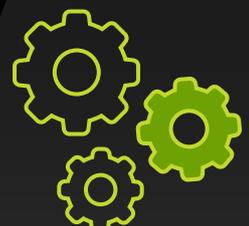
ZERO

downtime on
Ryanair.com



11

different components
featured in new
website rollout



Already Europe's favourite airline, Ryanair is expanding fast. The company offers 1,800 flights a day and covers 200 destinations across 33 countries. It expects passenger numbers to increase from 131 million to 200 million over the next seven years — an increase of 53 percent.

In the travel industry, new entrants and old rivals compete for a piece of the traveller's budget. End-to-end online travel sites sometimes have an edge over traditional commercial airlines because customers enjoy the convenience of one-stop shopping. To capture revenue beyond commoditised ticket sales, airlines need to modernise their IT infrastructures.

With this in mind, Ryanair embarked on a multi-year IT transformation, called the "Always Getting Better" programme. It focuses on delivering the right product to the right customer at the right time, and at the right price. To do this, Ryanair needed to update its website, through which it generates more than 98 percent of its annual revenue.

100% uptime for Ryanair.com

To support 11 website components, Ryanair chose Dell EMC PowerEdge R630 and R730 servers powered by Intel® Xeon® processors with VMware virtual machines. "We realised that our existing setup of physical servers was not supporting the business," says Declan Costello, infrastructure and operations manager at Ryanair. "We chose Dell EMC PowerEdge servers running VMware to give us the agility and performance we need now and in the future."

The platform is optimised and can automatically scale to cope with increased load. The flexibility of the infrastructure has allowed Ryanair to provide new services for customers, with zero downtime. Costello says, "Dell EMC PowerEdge servers and OpenManage Essentials software give us the uptime we need across our data centres to ensure that our customers can access our site 100 percent of the time."

Supporting pioneering new services

Ryainair.com provides a number of services, including flight booking and online check-in, for Ryanair customers around the world. It's the perfect outlet for Ryanair to debut new services, such as Ryanair Holidays and Ryanair Rooms, through which the airline aims to capture additional travel and leisure spending while adding convenience for customers. And none of it would be possible without the IT infrastructure provided by Dell EMC PowerEdge R630 and R730 servers with Intel® Xeon® processors, which delivers the compute and analytics required by the company.

Customer satisfaction through effective systems management

Ryanair uses OpenManage Essentials and VMware vCenter to help ensure its 100 percent uptime commitment to customers remains fulfilled. OpenManage Essentials, Dell EMC's systems management console, guarantees that all hardware events are logged and acted on in a timely fashion.

"Dell EMC is supporting pretty much every facet of IT infrastructure and operations at Ryanair."

Declan Costello, Infrastructure and Operations Manager, Ryanair



When Ryanair started the infrastructure refresh, it quickly realised that its existing setup of physical servers wasn't adequate for its needs. Its infrastructure didn't have the agility and speed required to deliver excellent services to customers in order to stay ahead of competitors. Ryanair chose Dell EMC PowerEdge servers with Intel® Xeon® processors running VMware vCenter and OpenManage Essentials software to give the company the performance it needed for a successful IT transformation.

Ryanair now uses Dell EMC technology to run all its line-of-business applications and the entire production web stack across multiple data centres. "Dell EMC is supporting pretty much every facet of IT infrastructure and operations at Ryanair," says Costello. "With Dell EMC technology, Ryanair is able to deliver the right product to the right customer at the right time, and at the right price."

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Declan Costello, Infrastructure and Operations Manager, Ryanair

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