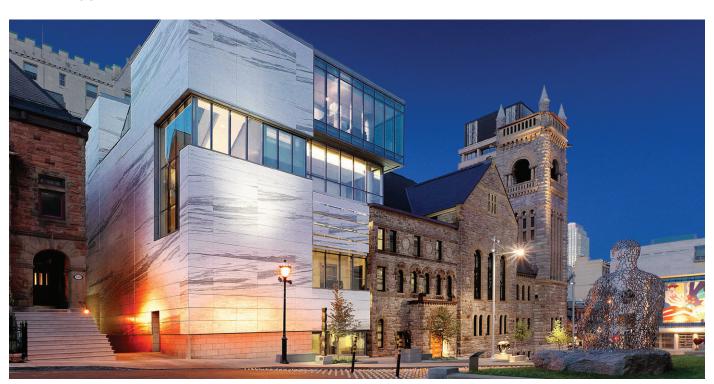# Bell

A world class museum chose Bell to optimize their customers' online experience

Bell's cloud-based virtualized servers combined with private, reliable and secure connectivity help the Montréal Museum of Fine Arts successfully support an increase in their website usage

"There was no doubt in my mind that we would go with Bell. We have a very good business relationship with them, they are very attentive to our needs and we have other Bell products," says Gaétan Bouchard, Head of IT Services at the Montréal Museum of Fine Arts (MMFA). "It just made sense to get their help in further developing our technology so that our website could support more visits and customer transactions."

A world class museum that receives over two million visits to its website every year

Founded in 1860, MMFA has among the most visitors and memberships of all art museums in Canada. Its encyclopedic collection boasts over 42,500 pieces of work dating from antiquity to current time, ranging across paintings, sculptures, graphic arts, photographs and decorative art objects.

Challenge	Solution	Results
MMFA's website is a crucial part of their business operation. And as the city of Montréal was getting ready to celebrate its 375th anniversary, the museum prepared for a significant increase in online visits and transactions. They consequently required improved connectivity and a secure, high performing, reliable infrastructure to handle this new traffic and provide customers with a positive customer experience.	Bell worked closely with the museum to develop an enhanced reliability of the user experience for their website. The solution combined the scalability of the Bell Virtual Data Centre service to host the website with the reliability and security of a dedicated 1 Gbps Bell Ethernet connection. The entire solution is fully managed, monitored and supported by Bell for both the network and the infrastructure, backed by 99.999% guaranteed availability.	Visitors and members now have access to a richer and faster website, ensuring MMFA can maintain the high level of customer experience that members have come to expect from their brand. The online infrastructure now delivers enhanced reliability, security and performance to store customer data and support over two million website visits and online transactions yearly, with plenty of room for growth.

"Online customer retention is very important to the museum's growth and success," says Gaétan Bouchard. "If our members can't log in or make purchases and online donations because our website can't keep up or there's a server or network connection failure, we won't continue to live up to our status of being among the most visited museums in Canada, year after year. Our revenue is directly impacted when website response time is slow."

Museum popularity drives need for a stronger infrastructure that supports better website stability

The museum depends heavily on a robust IT infrastructure to meet its website performance requirements and the needs of its members and customers who expect a first-rate online experience.

In addition to the ability of making donations, all of the museum's products can now be purchased online including tickets, member registrations, educational activities, passes to music shows and more. The website continues to evolve and is very different from only a few years ago, when it was only possible to purchase tickets from this platform.

Thanks to the solution provided by Bell, server capacity is now consumed as a service, which allows the MMFA's website to better scale and more quickly adapt to increasing demand.

Why MMFA partnered with Bell

"We have been approached numerous times by many technology providers but continue to choose and trust Bell for their reliability, continuity and security" says Bouchard. "They have been able to deliver for us every step of the way. We trust them."

"We were already with Bell for the network. So, when it came to making a decision on cloud, we wanted it to be an extension of our local network. We wanted to make sure we had a very secure environment and that our provider had expertise in many areas including DDoS and data centres, all of which we know Bell truly understands," says Bouchard.

The museum now relies on Bell for all technology matters and does little self-intervention with their server management. As for business performance, Bell proactively manages all virtualized server maintenance, allowing the IT department to invest their time on other matters related to the growth and continued success of the museum.

"Bell is an entrusted partner that truly understands our needs. They help us achieve our goals."

Gaétan Bouchard
Head of IT Services
Montreal Museum of Fine Arts

For more information on how Bell cloud and data centre solutions can help you on your digital transformation journey, please visit bell.ca/cloud