How cloud solutions from Bell enable Maritime Travel to concentrate on their core business.

Bell's Virtual Data Centre combined with private, dedicated bandwidth, allows one of Canada's largest independent travel agencies to reduce costs, avoid down time and focus on business growth

"Partnering with Bell allowed us to transform our business," says Don Dauphinee, Director of Business Process and IT at Maritime Travel. "We moved from constantly having to put out fires to focusing on building up the business."

A Canadian travel operation relies on superior uptime to ensure their agents can provide excellent customer service

Based in Halifax, Maritime Travel has been offering vacation travel services since 1949. With over 450 employees, they operate through 115 stores coast-to-coast, websites and a national call centre.

Challenge	Solution	Results
The previous IT infrastructure used by Maritime Travel consisted of two server rooms in different locations, each requiring constant maintenance to deal with reliability issues. Having two sites was inefficient, expensive and affected Maritime Travel's ability to focus on their core business. Connectivity was also becoming increasingly difficult as Maritime Travel added more storefront locations. Insufficient bandwidth impacted the performance of their infrastructure and impeded their agents' ability to provide great customer service.	Bell helped Maritime Travel meet their IT business objectives by migrating and consolidating servers to Bell's Virtual Data Centre while also supporting their voice system. This integrated, hybrid solution allows for the provisioning of space, power, security, 24x7 monitoring while being interconnected on Bell's dedicated and reliable fibre optic network.	With Bell providing and managing the IT infrastructure for their critical business operations – backed by a 99.999% guaranteed core network uptime – Maritime Travel has been able to reduce overall computing costs, increase system reliability, improve the travel agent and customer experience in their storefront locations, and allocate more of their IT resources to focus on business growth opportunities.

"We are committed to being the leader in our industry, and our business depends heavily on the positive experience we aim to achieve in our storefront locations" says Gary Gaudry, President of Maritime Travel. "A solid, dependable IT infrastructure allows us to provide the tools that empower our agents to give our clients excellent service and value."

Changing the operation model to concentrate on business growth

Maritime Travel is very much a bricks and mortar operation where clients come to have face-to-face interactions with agents who book various travel products and services for them. As they grew in size, one of their biggest challenges was to ensure that the experience between their agents and customers would not be negatively impacted.

When Bell first met with Maritime Travel, their entire IT infrastructure was in-house, and they were short on resources to manage their operations. They were looking for a communications service provider to take care of their connectivity needs, so they could concentrate on their core business.
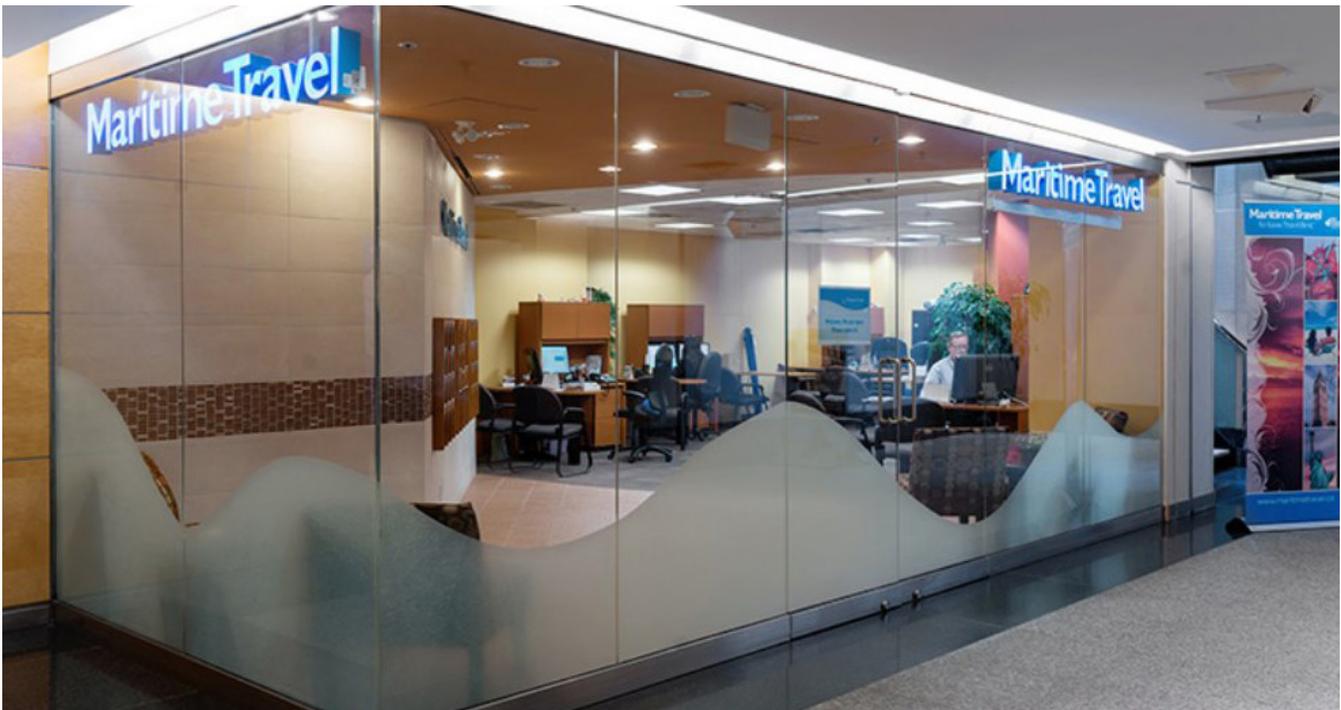
"Before Bell, we had to constantly make sure that our systems never went down", adds Dauphinee. "We had to internally manage hard drive issues and server failures. Now our internal applications run all the time and we can continue to work, improve our processes and serve our agents."

Maritime Travel uses Bell's Virtual Data Centre to host and manage their travel sales financial back-end systems as well as most of their internal applications such as their POS system and automation tools. Bell also hosts the company's database servers, Intranet, as well as their common infrastructure for Windows environment and managed firewall.

Full integration led Maritime Travel to choose Bell

"Bell has provided immense value to our business. We know that we are supported 24/7 and that we will not experience any issues," says Dauphinee. "By outsourcing the infrastructure and servers, our business is always up and running so our travel agents can provide excellent customer service without ever experiencing any delay."

Maritime Travel researched the marketplace, looking into various options to virtualize their servers. They needed uptime and speed as well as a combination of quality, professional support and value, and only Bell came through to meet all of their requirements. According to Dauphinee, only Bell had the expertise to connect their stores to their applications, all while providing first level troubleshooting support. With Bell's national footprint of highly redundant data centres, Bell also met the requirement for a top-notch data centre close by.

Bell's integrated managed portfolio which includes constant monitoring, technical maintenance and support, combined with the right cloud and network mix has had a significant impact on all aspects of Maritime Travel's services. This has led to operational efficiencies in their retail shops and to innovative solutions for their travellers. Maritime Travel recognizes the value of Bell's end-to-end solutions, and both companies continue to work together on new business transformation projects.

> "We have a great relationship with our Bell account manager. She manages our entire Canadian portfolio and makes things easier for us."
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> Don Dauphinee
> Director of Business Process and IT
> Maritime Travel

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