



CUSTOMER CASE STUDY

BUSINESS

In 2013, HK Express disrupted Hong Kong's commercial airline industry by focusing on affordability and on-time reliability. It now flies to 27 destinations across Asia.

CHALLENGES

As a young airline in a competitive market, HK Express had to stay fast and lean. It needed a technology partner that could help provide a seamless booking experience for value-conscious travelers.

SOLUTION

Rackspace Private Cloud powered by VMware®, with dedicated servers and Rackspace Server Virtualization.

OUTCOME

With its Rackspace-managed infrastructure running smoothly, HK Express can keep its internal teams small while focusing on its core business: affordable flights that connect families, loved ones and business partners across Asia.



HK EXPRESS

HK Express is Hong Kong's first and only low-cost carrier (LCC). In the four years since its first flight on Oct. 27, 2013, it has expanded service to 27 destinations across Asia. By focusing on affordable fares and on-time reliability, HK Express has brought more choices to Hong Kong's aviation consumers. It's also a founding member of the U-FLY Alliance, the world's first consortium of independent LCCs. Since its founding, HK Express has flown more than 8 million passengers, with passenger traffic up 22% during the past year.

EXPANSION SUPPORTED BY STRONG PARTNERS

HK Express quickly set itself apart in Hong Kong's airline industry, which had long been dominated by legacy carriers. Its no-frills, affordable approach proved very popular with value-conscious travelers, and it expanded rapidly.

The airline was lean by design, but it soon realized it would need greater technology resources to support its growth and ensure a seamless customer experience going forward. "Our earlier resources weren't really able to accommodate what we needed long-term," said Greg Green, general manager of ecommerce at HK Express. "They weren't able to scale up to manage the threats we had foreseen, and they were also unable to scale up to the full capabilities we needed."

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GREG GREEN :: GENERAL MANAGER OF ECOMMERCE, HK EXPRESS

Partnership Powers Ecommerce

HK Express began working with Rackspace in 2013, and it was soon relying on Rackspace for day-to-day support. "We chose Rackspace as a preferred partner because we know that with infrastructure, we can't do it better than Rackspace," said Green. "We like to partner with the best of breed, [and when] hosting in Asia Pacific that means Rackspace. The benefits we get from the relationship with Rackspace are infinitely better than what we could achieve ourselves."

OPTIMIZING THE RESERVATIONS SYSTEM

An airline is only as good as its reservations system, so keeping the infrastructure running smoothly is vital. HK Express knows that with industry-leading **Fanatical Support**® from Rackspace, help is always available – including at critical moments.

"I remember we were on a call at 1 a.m. to work through a code issue that was preventing bookings from completing successfully," said Green. "Rackspace's support team helped clean up the code and get it pushed out. "This single interaction with the Fanatical Support team allowed us to deploy smarter and faster access to our core reservations system. We treat the Rackspace team as an extension of our own teams that we rely on to keep things running while we're focused on our core business of connecting families, loved ones and business partners in Asia Pacific."

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LOWERING COSTS THROUGH COLLABORATION

The two companies have worked on a number of projects together, mostly focusing on consolidating costs and improving service and performance. "As a result of this, we've stopped spending on internal infrastructure hires," said Green. "This has not only improved departmental performance, it has also assisted in dropping our costs by around 30%."

Rackspace also continues to support HK Express' ecommerce, which is a critical part of the LCC business model. "Our ecommerce conversion rates have increased 50% following our move to Rackspace, and since then, the Rackspace name has held a high level of trust within the business," said Green.

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FLYING HIGHER, TOGETHER

As HK Express continues to disrupt Hong Kong's aviation sector, it maintains a startup mindset, which means staying fast and lean. Rackspace professional services help it do just that.

"We're looking at how we can improve our bottom line and also the performance of our business via a relationship with Rackspace," said Green. "We no longer have to worry about our solutions all the time. We can sleep better, we can work better, and we don't have to focus on technology – we can focus on our own core travel business."

Ali Azarian, head of sales for Rackspace Asia, said the two companies have a great relationship: "HK Express and Rackspace have worked together for around four years now, and we're really proud to have seen them grow. They have a wonderful rewards program and lots of other digital assets that are now hosted with Rackspace. We hope to continue this partnership for many years to come."

ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

Learn more at www.rackspace.com or call us at **1-800-961-2888**.

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DED-CCS-HK_Express-8261-v01

SEPTEMBER 26, 2017

