



**Customer:** transavia.com

**Web Site:** [www.transavia.com](http://www.transavia.com)

**Customer Size:** 100–5,000

**Country or Region:** The Netherlands

**Industry:** Transportation

**Partner:** Info Support

#### Customer Profile

transavia.com, based in the Netherlands, provides air travel and package holidays. Its home airports are Schiphol Airport in Amsterdam and Rotterdam Airport, with flights to more than 70 destinations.

#### Software and Services

- Microsoft Server Product Portfolio
  - Microsoft Exchange Server 2003
  - Microsoft Office Live Communications Server 2003
- Microsoft Dynamics
  - Microsoft Dynamics CRM
- Technologies
  - Windows SharePoint Services

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[www.microsoft.com/resources/casestudies](http://www.microsoft.com/resources/casestudies)

## Dutch Airline Gains Hosted E-Mail Platform with Flexible Licensing

Netherlands-based airline transavia.com updates personnel regularly with flight schedules. It replaced an existing Linux-based e-mail environment designed to distribute flight schedules and crew information with a hosted Microsoft® Exchange Server 2003 infrastructure. Today, personnel enjoy a reliable and professional e-mail environment, while the company gains a cost-effective solution based on a flexible, on-demand, per-user-per-month cost model.

#### Business Needs

Airline pilots and cabin personnel at transavia.com, based in the Netherlands, receive flight schedules regularly. In the past, transavia.com relied on paper-based methods to deliver these communications. Each new schedule would be sent to a crewmember's post box, and the messages would be collected when the employee was next at work.

With tougher competition in the industry and the pressure to reduce costs and boost efficiencies, transavia.com wanted to overhaul the paper-based process. The company looked to roll out an electronic solution. Pilots and crew would see the new schedules as soon as they logged on to their computers and would also be updated on the latest announcements and news.

In 2005, transavia.com tested a Linux-based e-mail system for pilots and cabin crews. However, IT administrators found the new

system led to a number of challenges. Jan Kootstra, IT Specialist, transavia.com, says: "We were not satisfied with this e-mail environment as a whole. There seemed to be a lot of work to get it running the way we wanted. We needed a solution that provided what we wanted—but out of the box."

For a couple of years, transavia.com operated another e-mail infrastructure for administration personnel, which ran on Microsoft® Exchange Server 2003. "The Exchange Server environment was reliable and met our business needs," Kootstra says. "We decided to abandon the Linux-based e-mail infrastructure and return to Microsoft products."

After choosing to adopt Microsoft Exchange Server, the company looked to maximise efficiencies around infrastructure management. For example, the number of pilots and crew changed significantly between high and low season—with numbers

varying from 1,500 to approximately 2,100. As a result, the company wanted a management solution that included flexible licensing and took into account the large seasonal variations in user numbers.

## Solution

transavia.com assessed the benefits of operating the e-mail infrastructure in-house or handing control to a third party. Kootstra says: "It was clear we gained the greatest business benefit by outsourcing the e-mail environment to a third-party hosting services provider." A key factor here was the monthly cost structure for active users only, which gives hosting providers the chance to offer Microsoft licences on a monthly basis. For transavia.com and its fluctuating workforce, it would provide a cost-effective solution.

The company worked with Microsoft Gold Certified Partner Info Support, whose service offering includes a Microsoft Hosted Messaging and Collaboration (HMC) platform. The platform, labelled the Info Support Hosted Business Suite ([www.ishbs.com](http://www.ishbs.com)), delivers Web and data hosting, as well as a number of software solutions such as:

- Microsoft Exchange Server 2003 and 2007
- Microsoft Office Live Communications Server 2005
- Microsoft Dynamics™ CRM
- Windows® SharePoint® Services
- Virtual Office (Hosted Desktop)

Info Support began migrating users to the HMC platform featuring Exchange Server 2003 in June 2006. transavia.com said it wanted to keep the pilot and cabin crew's e-mail environment separate from the existing Exchange Server infrastructure used by administration workers. Based on its expertise in messaging environments, Info Support kept the domains apart, but created a global e-mail address list so pilots and cabin crew could still

e-mail administration staff easily and vice versa. It used Microsoft Identity Integration Feature Pack—which works with Active Directory® directory services to combine user identities across different environments into a single view.

Info Support also built a synchronisation tool in XML called the Ensim Batch Import Module (EBIM) to update the address list at the end of each day and ensure new recruits gained e-mail accounts instantly and the accounts of former employees were deleted rapidly. By November 2006, work was completed, and pilots and cabin crew personnel were using the new Exchange Server infrastructure. They adopted the new environment quickly, with many already familiar with the Microsoft Office Outlook® 2003 interface.

## Benefits

By choosing a hosted Microsoft Exchange platform, transavia.com has gained an e-mail environment that delivers latest-version messaging tools and flexible, cost-effective licensing. Also, compared with the time taken to create the Exchange Server environment for administration workers, deploying the Exchange Server infrastructure for pilots and cabin crews took less than half the time.

Today, transavia.com has a great foundation to roll out further messaging tools to boost the productivity of personnel and increase efficiencies.

- With the monthly fee structure for active users only, executives gain a cost-effective licensing agreement that takes account of a fluctuating workforce, where numbers of employees range from 1,500 to 2,100.

- transavia.com avoids the significant up-front investments for creating a stable messaging environment, which would need to include server clustering, data storage, and enterprise-class redundancy for business continuity.
- Personnel can work productively with peace of mind that Inboxes are safe from spamming e-mails and messages are filtered with the latest security software to help ensure they don't contain viruses.
- Pilots and cabin crew members can assess e-mail safely across the Internet using Microsoft Office Outlook Web Access, which ensures they can see schedules from their home computers and be alerted to any schedule changes before arriving at work.
- The company gained a latest-version messaging environment in five months—a third of the 12-month period it took to establish the administration workers Exchanger Server environment.
- With the enterprise-wide messaging environment standardised on Microsoft Exchange Server, employees can look forward to new information-worker tools that boost collaboration and, ultimately, efficiency. For example, transavia.com is looking to exploit "push" e-mail technology available in Exchange Server. Personnel using Windows Mobile smartphones would see messages sent to their devices the moment the e-mails arrived.
- Using the Ensim Unify control panel, transavia.com employees and administrators are able to modify their own personal settings or modify user settings at administrator level.