



Cirque du Soleil Cuts costs and enhances customer experience – globally

“ Network convergence is the engine driving our planned expansion into new territories with new performances over the next several years. Thanks to the vast network of Orange Business Services, the artistry and uniqueness of a Cirque du Soleil performance can be delivered to audiences anywhere in the world, without compromise. ”

Bernard Hébert
Vice President
Improvement, Technologies
and Knowledge Management
Cirque du Soleil

Highlights

- Global award winning entertainment company with 25 stationary/touring shows
- Needed high-performance access to primary data center for collaboration and applications, including ticketing, communications and inventory management
- Global IP VPN with optimization of key applications like online ticket and merchandise purchases
- Global Project Management Office to coordinate connections for all shows
- 60-70% savings on international mobile charges and improved collaboration



**Business
Services**

CIRQUE DU SOLEIL®



Issues and challenges

From a group of street performers working in a small town near Quebec in 1984, Cirque du Soleil is now a major organization providing high-quality artistic entertainment around the world. The company, with its international headquarters in Montreal, Canada, has 4,000 employees in over 40 countries, including 1,000 artists.

Cirque du Soleil has brought wonder and delight to almost 90 million spectators in over 200 cities on five continents. IT plays a critical role in enabling this huge operation to deliver its spectacular shows. All the shows need high-performance access to the primary data center in Montreal for applications such as ticketing, communications and inventory management of 18,000+ custom-made costume pieces. In addition, the touring shows need to disconnect from the network at the end of a show and then quickly re-connect at a new location.

With growth has come challenges – maintaining and enhancing collaboration among larger numbers of employees, keeping costs under control and making it easy for customers to buy tickets and merchandise online. Clearly, a simple network solution was not going to meet Cirque du Soleil's multiple and complex requirements.

The objective

Reduce costs while increasing access to applications and colleagues internally and enhancing the customer experience.

The benefits

The integrated solution is delivering significant benefits to Cirque du Soleil as it moves its IT infrastructure forward to actively support the growing number of permanent and touring shows.

Enhanced collaboration

- Improved access enables greater collaboration

Significant savings

- International mobile usage charges have been reduced 60-70%

Better customer service

- Optimization prioritizes the company's sales operations, making it easier for customers to buy tickets and merchandise online

Increased productivity

- 300 senior executives can access corporate applications from anywhere in the world from their smartphones

The Orange Business Services solution

- Global IP VPN connected to the Montreal data center
- Network Boost – optimization and acceleration of network applications
- Business Everywhere – mobile convergence on a global scale
- Business Talk Mobile – all international mobile calls carried over the Orange voice network
- Business Together – cost-effective, scalable collaboration services for users
- Local resource to ensure connectivity at each new site for touring shows
- Global Project Management Office to coordinate connections for all shows

The results

- Enhanced global communication and collaboration
- 60-70% savings on international mobile usage charges
- Global smartphone access to applications for 300 senior executives
- Easier online customer ticket and merchandise purchases

“ The main drivers behind this move were to obtain cost-effective scalability of collaboration services and seamless operational integration with our IT services outsourcing partners. ”

For more information about Orange Business Services, visit www.orange-business.com

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