



Louvre Hotels Group Managing bookings more efficiently

“ Improving response time for our websites is essential for satisfying customer expectations when it comes to booking and planning trips. By offering users a faster and more homogenous experience at all times, even during peak traffic, we have increased sales by 40%. ”

Thierry Guiraudios
Vice President for IT Systems
Louvre Hotels Group

Highlights

- Louvre Hotels Group is Europe's second largest hotel group, present in 46 countries
- With 1,000 online booking sites, interconnectivity and managing different IT systems was a considerable challenge
- In 2015 the Group decided to provide the same quality of service and performance to their customers booking online in all of their 1,100 hotels, ranging from one to five stars across their five brands (Première Classe, Campanile, Kyriad, Tulip Inn and Royal Tulip)
- The Dynamic Site Accelerator solution by Akamai was selected, and they gained an average of five seconds in response time on all their booking websites



Online
booking
sites



European
countries



Hotels across
Europe



Business
Services

Louvre Hotels
GROUP

Issues and challenges

With a global presence, Louvre Hotels Group is committed to satisfying its customers' every need, whether they're on business trips or holidays and whether they are local or international. With over 1,000 booking websites, interconnectivity and the performance of different management systems is a critical challenge. In 2015, the Group decided to bring the same quality of service and performance to all of its booking sites.

The objective

Optimize website performance to make bookings easier, whatever the location or category of hotel; absorb traffic peaks during marketing and promotional campaigns; ensure the varied booking systems interact efficiently; and avoid the development of new booking software.

The benefits

Five-second faster response times

- The platform supports increasing volumes of traffic and responds to traffic peaks while providing customers with a fast and pleasant browsing experience. Measured response times for bookings have improved from seven to two seconds

100% available websites

- The DSA is connected to the Fast DNS solution by Akamai, which rapidly redirects end users to the Group sites. The sites are 100% available, wherever they are located, and online bookings have thus increased by 40%

Reduced IT investment

- By implementing the Akamai infrastructure to accelerate sites, Louvre Hotels Group did not need to carry out additional developments

High-quality technical support

- Louvre Hotels Group had the support of two partners: before implementation, Orange Business Services guided the Group through its assessment phase and architecture options, while Akamai provided support for all technical elements

The Orange Business Services solution

To choose among the many actors in the web performance market, Louvre Hotels Group decided to test several market platforms on pilot servers. The Dynamic Site Accelerator (DSA) solution by Akamai was selected on the basis of response-time criteria. Distributed in France by Orange Business Services, the solution:

- Optimizes page content based on an intelligent analysis of the website
- Improves conditions for the device's real-time browsing environment
- Limits HTTP requests and optimizes load handling
- Varies the compression levels for images depending on the real-time state of web traffic to load pages faster and address network overload issues

The results

- Managing seasonal variations in traffic
- Quick installation (less than four months)
- Infrastructure that adapts to existing software

“ The Orange Business Services and Akamai partnership brings together the best of both worlds: the technology of a globally-recognized company, which ensures high performance for our sites while guaranteeing permanent availability, and the support of a large operator like Orange Business Services on this type of innovative project. ”

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

For more information about Louvre Hotels, visit www.louvrehotels.com



**Business
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