

## Club Med Assures 100% DNS Uptime



**Client:** Club Med

**Industry:** Tourism

**Key facts:**

- Operates in 40 markets
- Portfolio of 80 resorts across 5 continents

**Key DNS requirements:**

- 100% uptime guarantee
- Fast DNS resolution
- DDoS protection
- Intuitive zone-editing
- Access to DNS consulting expertise

Inventor of the all inclusive holidays concept 60 years ago, Club Med is today the only worldwide brand that offers all inclusive premium and multicultural vacations for families and couples. Present in 40 countries, it has a portfolio of 80 resorts located throughout five continents.

Club Med understands that providing the best customer experience requires more than just inspiring holidays. In many cases, the experience begins online. Clients can browse holidays, surf for inspiration, and complete their arrangements online at their convenience. Delivering the level of service for demanding clients requires a fast user experience and the assurance that the corporation's web sites and portals are never offline due to lack of DNS resolution. It was precisely this reason that Club Med turned to Melbourne IT to help them upgrade their DNS solution.

"With the Internet being so integral to our operations and also our marketing strategy, we can't afford to risk downtime in any of our websites. So having a first class DNS solution that delivers a fast website user experience and guarantees 100% reliability was essential for Club Med," says Isabelle Châtillon, Worldwide Internet & CRM Coordinator at Club Med.

Having a website unavailable for even a few minutes can mean lost revenue and the loss of a customer. "We have a global operation to support and it's paramount for us to have DNS that works. We don't even want to think about it," states Cyril Casenave, Internet IT Leader of Club Med. "And that's an important reason we chose to work with Melbourne IT."

Melbourne IT had been managing Club Med's portfolio of domain names for 8 years, and presented Club Med's IT team with the statistics on DNS failure. Even with 99.999% uptime, there are still risks including the potential for 8 hours of downtime a year. Multiplying the risk by the number of sites managed made it easy to see the benefit of switching to DNS Assurance that would guarantee 100% uptime and provided a clear ROI case.

With the increasing level of online threats and DDoS attacks, the right level of protection and scalability for each server was also important. "Their team of experts worked with us to identify our needs and recommend the appropriate DNS scalability and configuration. We also really appreciated their friendly support and efficiency," Casenave says. It's this type of approach that Melbourne IT takes with every client.

DNS Assurance is delivered through the same platform that is used for global DNS resolution by the .com and .net registry. In addition to the enhanced performance benefit, the hosted service and intuitive zone editing functionality reduced the Club Med IT team's work load by simplifying DNS management.

"Melbourne IT knows what they're doing and we have been very pleased with the service," Casenave says.

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Cyril Casenave,  
Internet IT Leader,  
Club Med