



Let me entertain you...

Interxion Helps Take Extreme Sports to UK Thrill Seekers

Pop quiz: *What's the first place you think of for fantastic downhill skiing?*

- a) Chamonix Mont Blanc, France
- b) St. Moritz, Switzerland
- c) Aspen, Colorado
- d) Milton Keynes, England

If you answered d) Milton Keynes, then you may be one of the over 45 million adventure lovers who visit an X-Leisure theme park each year. The X-Leisure Group is the UK's fastest growing purveyor of premium entertainment, combining a vast array of sporting activities, urban lifestyle retailers, family-oriented amusement, and restaurants under one roof. The company is owned and operated by London-based Capital & Regional plc, a co-investing real estate asset manager, with holdings valued at £2.8 billion throughout the UK.

Something for Everyone

Xscape is the flagship brand in X-Leisure's portfolio. The parks offer 4.25 million square feet of family entertainment, including the UK's largest indoor snow skiing slope, a 17-meter ice wall, snow boarding, wall climbing, bowling, water parks, health and fitness centers, multiplex cinemas, and casinos. Visitors also enjoy a wide range of dining choices, from quick snacks on the go to fine dining, bars and night clubs. A new Xscape park to be opened in Scotland later this year, will include a hotel, so visitors can plan an entire vacation around the center.

Meeting the Demand

The popularity of Xscape was no surprise to Capital & Regional, which recognized the escalating demand for the "wow factor" in family entertainment. But the speed with which Xscape caught on made the company realize quickly that the company's off-the-shelf booking system was inadequate to handle the burgeoning demand. They needed a tailor-made system that could be used by travel agents, call-center staff and by customers booking directly online. Richard Snooks, Capital & Regional Group Director for IT services, concedes that everyone underestimated the demand. Averaging 500 to 800 users a week, the Xscape booking system, hosted by Interxion, is under tremendous pressure. They can't afford downtime. He estimates that

Profile

Company name:

X-Leisure Group (parent company: Capital & Regional plc)

Industry:

Entertainment, adventure parks

Company background:

Capital & Regional plc is a co-investing real estate asset management company with three operating divisions. P.Y. Gerbeau, former CEO of the Millennium Dome and Euro Disney, is X-Leisure's CEO. X-Leisure operates 18 amusement destinations, including two Xscape parks, with a third to open in 2004. Construction of the first Xscape park in Milton Keynes, England, began in 1999, with the grand opening in November 2000.

Location:

Parent company based in London; park locations throughout the UK

Claim to fame:

Fastest growing premier leisure brand in the UK. The Xscape park in Milton Keynes boasts the UK's highest indoor snow skiing slope. 45 million people from throughout the UK and Ireland visit X-Leisure parks each year.

Interxion services:

Provide a reliable platform for the network and ticketing applications. Total Performance Management service delivers 24/7 network and application monitoring, in addition to Hands & Eyes rapid response services in the event of service disruptions.



in the last six to eight months, the system has experienced less than one and a half minutes of downtime. Not quite perfection, but pretty close.

Technical Know-How Good... Flexibility Better

Snooks led the search for a provider with both the technical know-how and the flexibility to develop a system that would meet the company's rapidly expanding needs. "Interxion's attitude right from the start was: how can we work together to make this work for you? It was so refreshing. The entire process worked exactly like an IT project should. Everyone was excited because we were doing something out of the ordinary. For that reason, everyone worked a little harder - as a team, supporting each other, finding solutions in the true spirit of partnership." Interxion was certainly not the largest or the best known company Richard Snooks approached. He spoke with five or six vendors, many of which were very large. He viewed Interxion's relatively small size as an asset. "We're a small acorn that has the potential to grow into something big and strong and impressive. I think the Interxion folks saw something of themselves in us - that together we would plant the seed of success. They understood our financial constraints, but recognized our potential."

We Felt As If We Mattered...

"Everyone we've dealt with at Interxion, from the sales staff and technical specialists to the people at the European Service Center help desk, has been outstanding. Right from the start, John Ruthurfurd, Interxion's sales representative, made it clear that our business was important to the company - that they valued us as customers. The engineers and other technical staff approached the project with openness and enthusiasm. They didn't try to fit our needs around their solutions, but rather, the other way around. We didn't get that attitude from other vendors we approached."

Technical Partnership

Working in partnership with Quest Computing Ltd., which developed the database and ticketing application, and Centric Telecom, which provides multi-homing IP connections, Interxion serves as platform host, offering expanded services, including performance monitoring and hands & eyes rapid response. The entire system is Internet-based, which is far less expensive than dedicated leased lines would be. It handles not only reservations, but points-of-sale, as well. And the system's scalability means it can grow as the demand increases. Remarkd Richard Snooks: "The platform is remarkably stable. They did a sterling job for us."

John Ruthurfurd agrees that Xscape's needs were a bit unusual. "The configuration they needed to use was fairly complex, but we found a way to design a workable system." And, as Richard Snooks put it: "It works brilliantly."

Customer Focus

The leisure market is growing rapidly. Consumers are more demanding than ever before. But they are also less price-conscious, willing to spend a lot in exchange for a truly memorable experience. For X-Leisure's customers, the experience starts with the reservation - long before they ever reach their destination. Finding a provider with the right technical skills and the flexibility to think outside the box was crucial, but of equal importance was engaging a partner whose commitment to customer service was incontrovertible. As Richard Snooks said: "We needed a service provider whose commitment to customer service was at least as strong as our own. We found that commitment in Interxion. Their dedication to us as their customer, as well as their concern for our customers, was apparent throughout the process. And Interxion's service level agreements are amazing. But even those have been exceeded. It's never taken more than 20 minutes to resolve any problems that have arisen."

Moving Forward

The next step, according to Snooks, is to work with Interxion to improve the customers' experience, making it as seamless as possible. The company also plans other improvements and enhancements, which will be made incrementally, including Internet kiosks, where customers can book lessons, reserve slope and ice time, and make dinner reservations - all online. "This is a partnership based on trust, honesty and integrity," says Richard Snooks. "We couldn't be more satisfied with the way this has gone. We're in it for the long-haul and we expect Interxion to be right there with us."

About Interxion

Interxion is Europe's leading provider of carrier-neutral data centers and managed services. With 20 data centers across Europe, Interxion supports over 600 customers including enterprises, content providers, mobile service providers, and hosting and telecommunications companies. Services such as equipment housing, onsite engineering and maintenance, connectivity solutions and a range of monitoring services provide customers with solutions to better manage their ICT and Internet infrastructures. Interxion data centers are supported by a central European Service Center with a multilingual team offering technical assistance to customers 24 hours a day.

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