

## WESTJET MANAGES DRAMATIC GROWTH WITH COST-EFFECTIVE, CUTTING EDGE CONNECTIVITY SOLUTIONS

### SUMMARY

#### COMPANY

WestJet is Canada's second largest airline with more than 25% of the domestic market.

#### CHALLENGE

With 50% year over year growth, WestJet wanted a technology infrastructure that could support future growth without jeopardizing its commitment to low costs and high quality.

#### SOLUTION

Allstream provided Connectivity solution design and implementation, focusing on achieving a highly robust and scalable network.

#### OUTCOMES

- Use technology as a differentiator
- Manage and accommodate growth with customized connectivity solutions
- Achieve technology innovation while maintaining a low cost business model

### BUSINESS CHALLENGE

With the addition of flight routes and planes to its fleet, WestJet's communication requirements intensified. Fifty per cent year over year growth necessitated customized, innovative solutions to address current and future requirements. WestJet remained steadfast in its commitment to a low cost business model. The company wanted technology differentiation without exorbitant spending so the company could continue to pass savings on to its customers.

### SOLUTION

As a company that relies heavily on Voice, Data and Internet, WestJet required a robust and highly redundant network. Innovation was also critical in solution design and implementation. Allstream delivered on all fronts.

In terms of Data Networking, Allstream customized WestJet's Frame Relay network to include diverse accesses and a high degree of scalability. The team also made the network MPLS-ready to ensure that WestJet could seamlessly integrate IP capabilities into its current processes.

For Internet connectivity, Allstream provided two diverse OC3 feeds, one at the WestJet hangar and one at the head office location. Because of

a steady growth in online bookings, Allstream designed a bulletproof Internet architecture, integrating load balancing, scalability and bandwidth on demand. This way, WestJet could avoid any capacity restrictions and eliminate delays in accessing its site.

The company also leveraged Allstream's Contact Centre and IT Services expertise to address growing national requirements and expanding Internet usage within its centre. Allstream assessed calling patterns, trends and lengths and helped identify the skills, processes and the appropriate technologies to transition from a Call Centre to a multidisciplinary Contact Centre.

**"I know, without a doubt, that Allstream will deliver solid solutions and great service so that we can surpass customer expectations while remaining innovative and cost-effective."**

Don Bell,  
Vice-President and  
Co-Chief Operating Officer,  
WestJet

### BUSINESS OUTCOMES

At WestJet, corporate culture plays an integral role in profitability and market penetration. WestJet chose to partner with Allstream because the team focused on asking the right questions and understanding the nuances of its business.

"Allstream was the standout company because the team showed initiative in gaining insight about WestJet even before winning the business," said Don Bell, Senior Vice President and Co-Chief Operating Officer, WestJet. Allstream focused on knowing WestJet as a company, which helped in the design and delivery of innovative connectivity solutions that supported WestJet's rapid growth.

"With 50% growth year over year, we had no choice but to make forward-looking technology decisions," said Bell. "Once we engaged with Allstream, the team did infinite amounts of work to design a network that could grow with us but only charged us for the parts we were using. That proved how much Allstream understood our business – we were able to keep costs low, be effective and support our growth."

### ABOUT ALLSTREAM

Allstream is a leading communication solutions provider with a world-class portfolio of Connectivity, Managed Services and Professional Services. Allstream collaborates with customers to create tailored solutions that meet their unique needs and help them compete more effectively. Allstream is a division of Manitoba Telecom Services Inc. (MTS), Canada's third largest communications provider with approximately 6,600 dedicated employees focused on delivering outstanding value to its customers.

To learn more about Allstream please visit  
[WWW.ALLSTREAM.COM](http://WWW.ALLSTREAM.COM)