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RADIXX®
INTERNATIONAL
All systems. Go.™

From Server Farm to z Systems+SoftLayer Hybrid Cloud

Anticipating the Future

" Other players go to where the puck is."
"I go to where it is going to be."

Summary of Radixx' Business

- Founded in 1993 and based in Orlando, Florida
- Software-as-a-Service Airline Reservations System
- ERP Data Rich system supporting all airline models
- Serving 42 airlines via the Internet
- Optimized for Cash Economies: Africa, Middle East, Asia
- Competition:a handful of entrenched multi-billion dollar companies

Proprietary and Confidential

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A Few of Our Clients

Hybrid Carrier in UAE - flydubai

- Fast growing carrier serving Middle East, India and Africa
- Heavily sells ancillaries

Hybrid/Tour Operator in Canada - Air Transat

- 8 million passenger segments previously hosted in SITA Gabriel
- IATA Interlines, Codeshare, GDS ETKT, Direct B2B Settlement

LCC in India - GoAir

- India carrier selling through 70 Online Travel Agents and 12,000 direct agents

LCC in India – Air India Express

- Announced first profitable year after switching to Radixx
- Selling via 15,000 direct agents

Radixx Airlines Worldwide

Radixx' Challenge

- **SaaS Hosting - Airline Reservations System**
  - Mission Critical: Sales, Check-in, Baggage, etc.
  - Outages Are Unacceptable
  - But No Maintenance Window
    - Airlines, banks, traditional and alternative payment providers in every time zone
    - 210 Online Travel Agents/ 450 Airports
    - 90,000+ directly connected travel agents
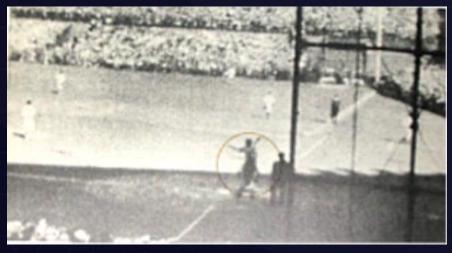   - Rapidly expanding mobile demands

Previous Configuration

- **A 400+ Server Farm Private Cloud**

  - **Systems of Record: Oracle Back End running on Linux**

  - **Systems of Engagement: .Net API, IBE and Application Servers**

  - **Tools: VMWare, Linux, Windows 2012**

Execution

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Radixx Hybrid Cloud

- **Systems of Record moved to z Systems**
  - Database/Big Data Apps/Cognos/Data Warehouse
  - MQ / APIs / Payment processing
  - 172 x86 cores moves to 10 z Systems cores
  - IBM FlashSystem V840

- **Systems of Engagement on SoftLayer Cloud**
  - Client facing IBE
  - Travel Agency Portal

Reasons to Move to Hybrid Cloud
with
IBM z Systems + SoftLayer

Greater Scalability

- **Massive Increase in "Look to Book" Ratios**
  - Unconstrained demand from travel agents/mobile
  - High I/O, low CPU requests
- **Constant and Unconstrained Growth**
  - Organic booking growth at 25% per year
  - Sudden huge demand peaks from spot sales
- **z+SoftLayer Scale w/o Datacenter Changes**
  - Dynamic reallocation of resources
  - Massive ability to **<u>elastically</u>** expand

Greater Reliability

- **Adding Servers Increases Complexity and Risk**
  - IBM z+SoftLayer reduces moves, adds, changes, patches
- **Managing a Multi-vendor Server Farm is Hard**
  - IBM z+SoftLayer cloud easier to grow, manage, monitor an
- **IBM z+SoftLayer – Managed Redundant System**
  - Eliminates problem of the weakest link failing
  - Redundant at all levels
  - Real-time IBM monitoring
  - Zero downtime for upgrades and maintenance

Greater Security

- **Radixx Must Protect Precious Data**
  - Credit card, passport and other personal data
  - Years of data online
- **Hacking Attempts, Robots, DDoS Increasing**
  - Massive and scalable defense in SoftLayer
  - Dual perimeter defense with z+SoftLayer
- **Mainframes Have A Natural Advantage**
  - X86 Servers get hacked but rarely mainframes
  - Closed environment mainframes harder to hack

Benefits of Hybrid Cloud

- **Greater Clarity in the SoftLayer Cloud**
  - IBM publishes worldwide POP = predictable performance
  - Ability to select hosting locations closest to our clients
- **More Options for Delivering Services**
  - Connecting SOE & SOR with z and SoftLayer
  - "Cloud only" providers have only one solution
  - SoftLayer= tailored solution with mix of physical & virtual
- **Better Service and Support**
  - IBM sales and support vs. cloud provider help desk

Lower Total Cost of Ownership

- **Overall TCO Reduced by 35%**
  - Requires *less* floor space, power, and cooling
  - Competitive software pricing
  - SW Licensing at parity with or below X86 servers
  - Low migration cost
  - Built-in management and monitoring
  - Less staff needed for adds, moves and changes