

# BRITANNIA AIRWAYS SCALES NEW PERFORMANCE HEIGHTS WITH REDLINE NETWORKS' E|X TECHNOLOGY

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... Improved performance of browser-based applications enables leading airline to protect flight turnaround time, save bandwidth and data centre costs and deliver the best possible service to customers...

LONDON ( 2 November 2004) Britannia Airways ([www.britanniaairways.com](http://www.britanniaairways.com)), the world's leading holiday airline, today announced that it had optimised internal processes, improved network efficiency to remote and branch offices and made significant bandwidth savings as a direct result of implementing E|X enterprise application processors from Redline Networks ([www.redlinenetworks.com](http://www.redlinenetworks.com)). Britannia purchased two Redline E|X appliances in order to boost the performance of its browser-based services and achieve 'on time' performance, allowing the company to quickly provide information and updates to employees throughout the world. The company was able to enjoy results immediately upon implementation in August 2004.

The Redline units were recommended and supplied by Cable & Wireless, one of Redline's main partners and resellers in the UK. The Redline E|X was recommended because of its ability to provide several benefits simultaneously: to increase the performance of the browser environment on the intranet and extranet, reduce bandwidth costs and take processing and load balancing from web servers in the data centre to reduce running costs.

Eddie Marsden-Jones, Technology Services Manager at Britannia Airways, said: "The Redline E|X enterprise application processor has increased the efficiency of our intranet and extranet by enabling our browser-based enterprise applications to perform better. The appliance has also had a dramatic impact on the speed of application access, and improved our network bandwidth efficiency to branch offices and remote users bringing substantial benefits to our business and bottom line."

Redline E|X units were able to address a very particular problem: to protect the 15 minute window of opportunity to brief crew members on important data – flight information, routes and weather etc. – before each flight. Under the existing system, Britannia had been disseminating this information online from its Luton headquarters to its flight crews throughout the world. Britannia was able to protect the window of opportunity – even in the face of increased volumes of data - by utilising Redline to accelerate the delivery of its browser-based information.

"There was an immediate performance improvement from the moment the E|X units were installed and by the end of the first week we were able to record that content delivery on our internal systems had been speeded up by an average of five times: Word by 60%, Excel by 58% and PowerPoint by 27%. With figures like that, it is not difficult to quickly see the benefit."

Although not a key concern for Britannia Airways, the Redline E|X has also enabled it to save on bandwidth; the company is now saving 50% on network traffic. "We immediately began to realise a good return on investment in terms of bandwidth savings alone," said Marsden-Jones.

Britannia Airways is currently in the process of applying Redline technology to its extranet in order to provide the same performance benefits to its suppliers and partners.

Paul Gracie, EMEA Sales Director at Redline Networks, said: "We've designed capabilities in our E|X unit that our enterprise customers have identified as being critical to providing secure, rapid and seamless browser-based enterprise application access. This is especially important for enterprises like Britannia, that have distributed locations and a mobile workforce that require access to Web-enabled applications through public and private networks. The Redline E|X enterprise application processor allows organisations to ensure network performance without big investments in infrastructure upgrades, as well as reducing bandwidth requirements, costs and actually reducing the 'Web tier' of servers within the data centre by taking processing and load balancing away from Web servers."

#### About Redline E|X Enterprise Application Processor

The Redline E|X enterprise application processor increases efficiency and performance of data centre resources by enabling web-based enterprise applications — such as Siebel, PeopleSoft, Lotus iNotes, SAP and custom web applications – to perform better. The appliance can be installed in less than one hour and can speed application access by a factor of 2 to 10 times, double network bandwidth efficiency to branch offices and remote users, increase enterprise application serving capacity up to 5 times and provide immediate network and application security. The appliance is available immediately through Redline's UK channel partners.

#### About Redline Networks

Redline Networks designs and manufactures network appliances that maximize the performance, flexibility and scalability of Web-enabled enterprise data centres. The company's family of E|X enterprise application processors, deployed at corporate data centres, and T|X Web I/O processors, used by Web sites, enable users to control and customize any HTTP-based environment while reducing infrastructure cost and complexity. Redline is a privately-held company based in Campbell, California. For more information on Redline and its products, visit <http://www.RedlineNetworks.com>

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