



TURESPAÑA Spanish Tourist Institute

Case Study

ICT in Tourism Development

Turespaña – Spanish Tourist Institute - is a government organisation that promotes Spanish tourism worldwide. Turespaña plan develop and carry out promotional activities in international markets; and collaborate with all Spain's autonomous regions, local bodies and the private sector on promotional programmes and in the commercialisation of Spanish tourism products outside of Spain. They cover many different areas, such as leisure and business travel, sporting and cultural events, transport and hotels, so the ability to share and access global up-to-date information is essential.

Turespaña's central services are based in Madrid where 350 colleagues work connecting to a network of 29 offices based in 20 countries, where 250 colleagues work in customer service offices dealing directly with the public. Turespaña had a complicated legacy network, covering 600 users and 50 servers. They were struggling with many different low-level contracts, which were not able to guarantee the operative needs of the Spanish Tourist Offices or give users consistent and reliable access to services located on a distributed network of servers. The wide geographical spread and time differences across the Turespaña network also created serious problems.

Challenge

Turespaña needed a management system for their extensive Information Services that could support an integrated yet widely dispersed environment. Their information technology relies on Internet systems and all information transfers and connections between branches and central office are made through emails and a powerful Intranet. All their systems are based on Microsoft products and all their networks on Cisco products, it was therefore important for them to collaborate with an ICT company like Getronics who already had a strong international presence and agreements with both Cisco and Microsoft.

Turespaña was aware that Getronics has these advantages, but even more important when choosing Tecnomcom was knowing they could count on a partner who was already familiar with their information systems and who could match the global reach of their operations. They needed a partner with a proven track record in delivering to rigorous Service Level Agreements (SLA) and who could collaborate with them in making the choice of the most appropriate technologies for the development of their communication systems, at any given time.

Tecnomcom were able to cover all the requirements of Turespaña; designing, supporting, controlling and managing the implementation of their ICT infrastructure; as well as giving advice on changes needed in hardware and software and identifying ways to effectively reduce their Total Cost of Ownership (TCO).

SECTOR

Government

SOLUTION

- ❖ Network Migration
- ❖ Systems Design and planning
- ❖ Messaging and collaboration
- ❖ Security Solutions
- ❖ Global Services Management
- ❖ Asset management
- ❖ Network management
- ❖ System and workstation management
- ❖ Technology refresh and IMAC

BENEFITS

- ❖ Guaranteed availability of information and vital services to a worldwide network of agencies

Tecnomcom



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Solution

Central to the support service was the evaluation audit and asset register of all Turespaña's IT resources in their Central Services headquarters and throughout the dispersed Tourist offices. In addition to implementing new support systems and databases to log and monitor this Cisco and Microsoft environment, Getronics prepared custom-designed help screens, through which the employees of Turespaña could make direct contact with the Getronics support professionals.

Through Service Level Agreements (SLA), Getronics supports Turespaña's business by providing:

- ❖ Proactive Network Management, covering all of Turespaña's systems and network elements, 24 hours a day, 365 days a year.
- ❖ Administration of Turespaña's servers in the head offices, ensuring continuity of service.
- ❖ Management and monitoring of all their remote systems in 20 countries.
- ❖ User support via a 24 hour Help-desk linked to technicians specially trained in Turespaña technology and procedures.

Benefits

Partnering with Tecnomcom has given many business benefits to Turespaña:

- ❖ Guaranteed the availability of vital services.
- ❖ Given user support 24 hours a day, 365 days a year.
- ❖ Tecnomcom acts as their single point of contact for all ICT developments and problems,
- ❖ Capable of giving a global reply covering all systems.
- ❖ Reduced their Total Cost Ownership.
- ❖ Allowed Turespaña to concentrate on the management of their core business.

As Turespaña's business and ICT continue to evolve, it is important for them to have a vendor independent partner like Tecnomcom to help them make the right decisions in the choice of the best technologies as their business infrastructure develops. Tecnomcom pro-active monitoring, together with consistent and regular reporting, ensures that Turespaña is positioned to get the best performance from technology investments and together they can plot a path for evolution, which is both cost-effective and business-focused.

" In this office, we are not experts in computing, so it is mesasuring to know that we can rely on Tecnomcom help. They have a 24 hour Hotline, so if we have any problems wit e-mail or a virus, or with the back-up system, the do everything."

Olga Velasco, Oficina de Turismo Española, Londres