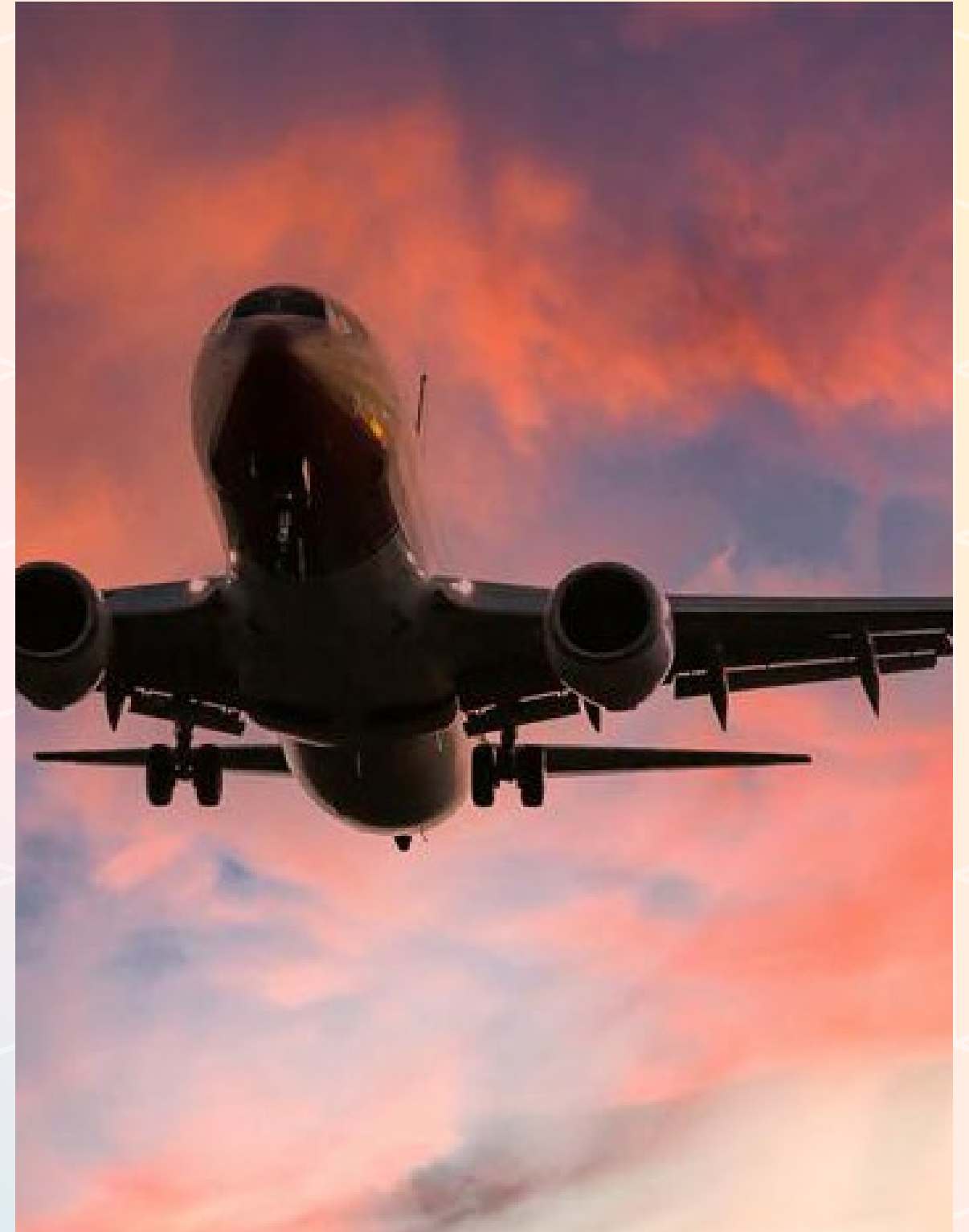**EQUINIX**

Air Canada's customer experience takes off with hybrid multicloud networking

Canada's largest airline simplifies operations and seamlessly scales its network globally

Case Study

AIR CANADA

Equinix helped Air Canada to design a new digital backbone with secure, global hybrid multicloud networking and optimized network performance to simplify operations, reduce costs and enhance flexibility, while seamlessly scaling to meet the airline's evolving business needs.

Challenge

Airlines are incredibly complex. Air Canada moves, on average, 120,000+ customers per day on roughly 1,500 flights in 100 countries and at 180 airports. From the "look to book" process online, to conveying passenger and flight information to partners and governments, to communicating with customers before and after their departure—every service must be as frictionless as possible.

The airline's network infrastructure was built around traditional, centralized, private data centers. Wanting to leap ahead and transform its digital capabilities rather than just iterate, Air Canada recognized it needed a new digital backbone that offered robust interconnection.

Solution

Air Canada turned to Equinix to help design its new digital backbone—a virtual runway between the airline's regular network and its cloud and partner zones. Equinix's globally interconnected infrastructure setup for hybrid multicloud networking and network optimization enabled the airline to seamlessly connect critical elements of its digital infrastructure—public clouds, colocation facilities and on-premises environments—in a secure, efficient and simplified manner. Through advanced software-defined connectivity with Equinix Fabric® and Virtual Network Functions (VNF) as a Service with Network Edge, Air Canada reduced latency, optimized resources and eliminated unnecessary redundant infrastructure.

Reduced network complexity

The airline simplified network and security infrastructure by using industry-standard functions globally, offering a consistent management experience through a unified portal.

Scalable, flexible network architecture

VNFs and software-defined connectivity allow rapid and flexible expansion of networks functionally and geographically, enabling seamless scaling, new market entry and real-time network adjustments.

Maximized performance

Air Canada optimized network architectures by connecting clouds and edge locations directly without relying on centralized network architectures, reducing latency and improving resource utilization.

Secure and compliant infrastructure

Private connectivity options enable secure infrastructure integration, reducing attack surface and enhancing compliance with regulations.

Benefits

With Equinix, Air Canada transitioned from on-premises data centers to high-performance data centers, harnessed the global platform for hybrid multicloud networking and enabled access to a rich ecosystem of clouds, networks and industry-specific providers like Amadeus. Now, the airline takes advantage of optimized network performance, enhanced security and simplified operations with reduced costs—and can scale effortlessly to meet its evolving business needs.
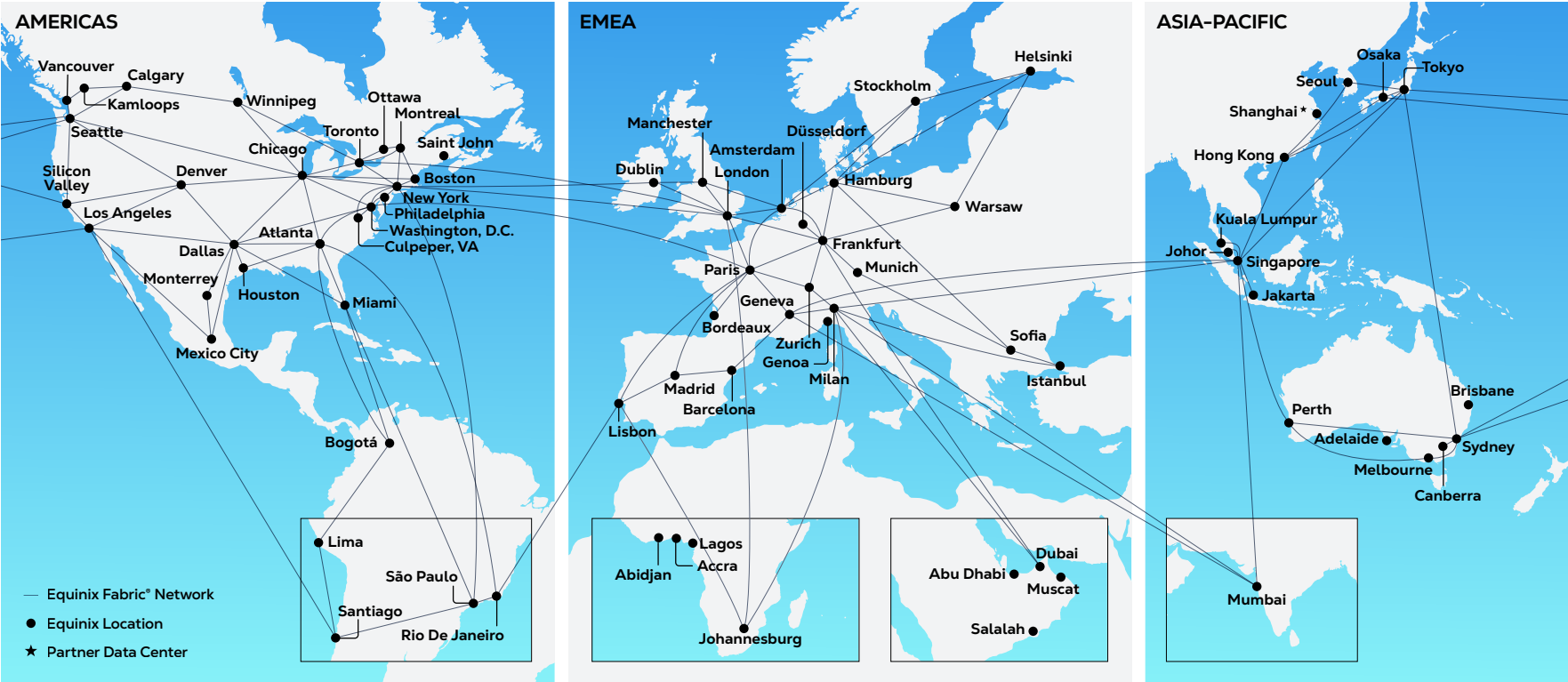
Global partner ecosystem

By meeting more partners in Equinix locations, Air Canada takes advantage of much higher economies of scale than it could achieve on its own. Private, direct interconnection enables deeper integration and improved reliability and performance for the exchange of services and data with its partners—and empowers the airline to do more joint partnerships, including with Uber and other providers to offer unparalleled customer service.

Expanded digital capability

With easy access to cloud services, Air Canada implemented advanced AI and machine learning capabilities as well as AR/VR—all of which it uses to enhance customer experience.

Sustainability for the future

100% renewable energy coverage in Equinix data centers,[1] coupled with sustainability efforts from cloud providers and partners, puts Air Canada closer to its goal of net-zero greenhouse gas emissions by 2050.

Operating in 270 locations across 75 metros in 35 countries, Equinix offers a global presence and extensive connectivity options.

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1   "Company Fact Sheet," Equinix, 2024.

Solution components

Network Edge

Provides 20+ VNFs from top vendors like Cisco and Fortinet in 30+ locations, alongside the virtual Equinix Fabric Cloud Router available in 60+ locations globally.

Equinix Fabric

Enables rapid, on-demand, software-defined private connectivity in over 60 metropolitan locations, supporting scalable, high-performance infrastructure connections without long-term commitments.

Cloud on-ramps

Access to the largest global share of native cloud on-ramps through Equinix offers proximity to cloud access points and the largest network of digital ecosystems with 10,000+ customers.

About Air Canada

Canada's largest airline, Air Canada is the country's flag carrier and a founding member of Star Alliance, the world's most comprehensive air transportation network. It provides scheduled service directly to more than 180 airports in Canada, the US and internationally on six continents. Air Canada Vacations offers more choices than any other Canadian tour operator to hundreds of destinations worldwide, and Air Canada Cargo provides air freight lift and connectivity across the globe.

AirCanada.com

Air Canada uses hybrid multicloud networking to increase reliability and performance of the Amadeus customer booking platform.

About Equinix

Equinix (Nasdaq: EQIX) is the world's digital infrastructure company*. Digital leaders harness Equinix's trusted platform to bring together and interconnect foundational infrastructure at software speed. Equinix enables organizations to access all the right places, partners and possibilities to scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value, while supporting their sustainability goals.

Equinix.com

Ready to get started?

Discover how secure hybrid multicloud networking at Equinix can simplify your operations, reduce costs, enhance flexibility and seamlessly scale your network globally.

Contact us

Equinix Fabric is a registered trademark of Equinix, Inc.