EQUINIX

Hybrid multicloud

IHG meets customers at the edge to redefine the global travel experience

Hotel and resorts group optimizes hybrid multicloud network for more agile deployment of innovative services

Case Study

IHG HOTELS & RESORTS

With Equinix's globally interconnected infrastructure set up for hybrid multicloud networking, InterContinental Hotels Group (IHG®) rapidly moves data and applications between regions for its over 115 million customers using the IHG One Rewards mobile app.

Challenge

IHG welcomes 10,400 customers to its properties every day. The company had already made incredible strides from a technology perspective, including going all-in on virtualization and automation. But to support those new capabilities and get closer to its customers, IHG needed an optimized hybrid multicloud network with performance hubs located around the globe.

Solution

IHG partnered with Equinix to deploy physical infrastructure in five regions to support 1,600 hotels in 27 countries and build a foundational software-defined network, providing the agility to connect to partners, SaaS vendors and clouds globally.

Utilizing its global backbone built with diverse, high-bandwidth connections, Equinix's hybrid multicloud networking solution connected IHG's on-premises systems, public clouds, colocation facilities and SaaS applications while enhancing performance and simplifying operations. Virtual networking functions via Network Edge and software-defined connectivity using Equinix Fabric® linked IHG infrastructure quickly and securely, placing vital networking functions at key convergence points for maximum efficiency.

Global high-performance data centers

Hosting enterprise infrastructure, cloud providers and network providers, Equinix data centers are highly connected hubs that use the most efficient paths available to reduce latency and streamline network and security management.

Flexible, private connectivity

Equinix Fabric offers IHG rapid global deployment and easy reconfiguration, while dedicated physical connectivity via Equinix Cross Connect ensures top-tier performance. Private connectivity provides robust security, high reliability and predictable performance for mission-critical applications.

Scalable, flexible network architecture

Leveraging VNFs and software-defined connectivity for rapid and agile expansion of networks functionally and geographically, IHG can seamlessly scale, enter new markets and make network adjustments in real time.

Reduced network complexity

By simplifying network and security infrastructure using industry-standard functions globally, IHG gained a consistent management experience through a unified portal.
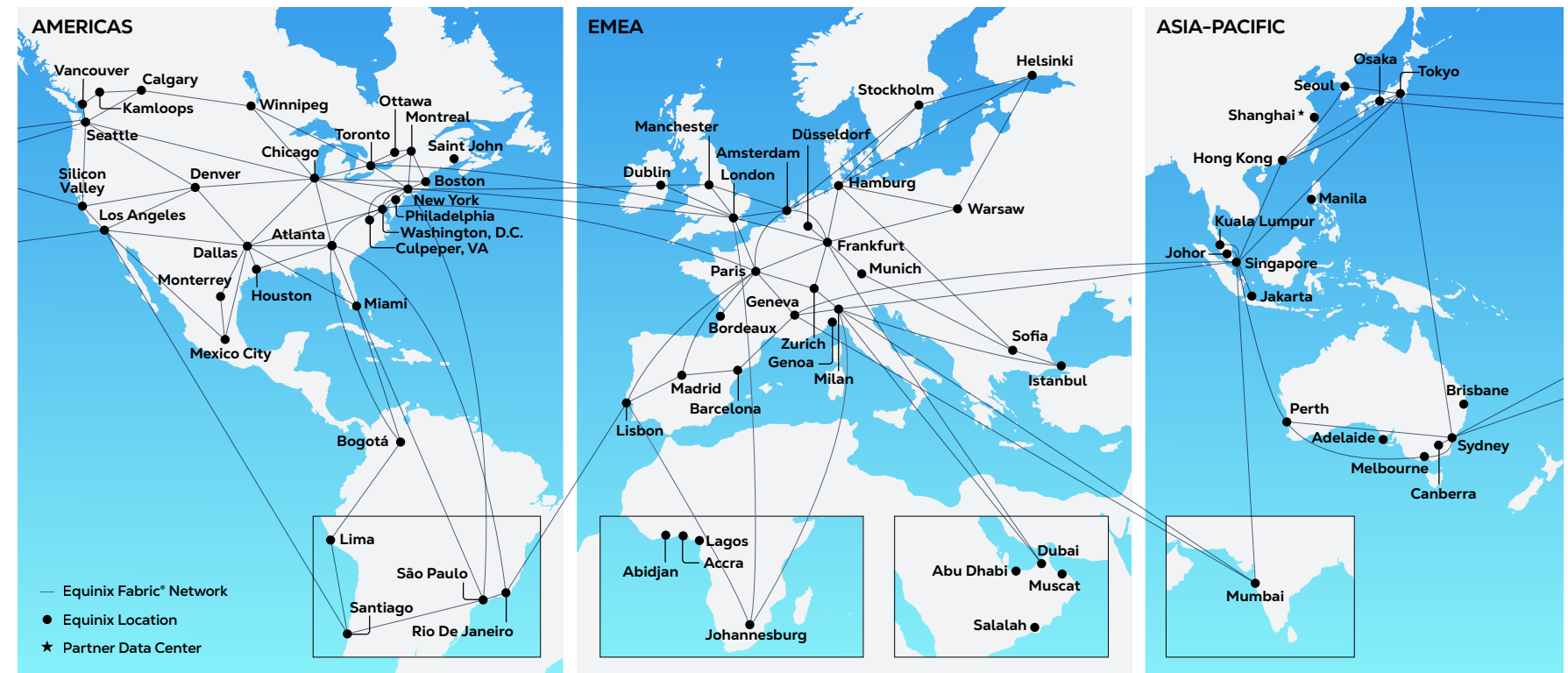
Maximized performance

Connecting clouds and edge locations directly enables IHG to optimize network architectures without relying on centralized network architectures, reducing latency and improving resource utilization.

Benefits

One year after launching the IHG One Rewards mobile app using its new hybrid multicloud networking solution, IHG had enrolled over 115 million customers. The company now shifts data and applications quickly and easily from one region to another, providing customers with higher-performance, in-region services. Through the app, IHG also delivers innovative services that meet customers where they are at the edge, from booking a stay to the experience inside the property once they get there.

Equinix's high-performance data centers and global footprint for hybrid multicloud networking also future-proof IHG's operations. The group now develops agile services, brings in new partners and SaaS providers as needed, and continuously deploys new innovations without having to rebuild the network. And as customer expectations continue to evolve, IHG has the flexibility to change offerings and scale seamlessly without sacrificing network stability.

Operating in more than 270 locations across 76 metros in 36 countries, Equinix offers a global presence and extensive connectivity options.

"The customer mobile device has now become the edge. We have to deliver functionality not only for the experience to book their travel, but also their experience inside the property. IHG can add partners, bring in new SaaS providers and can keep moving in a very agile manner, adding more innovation on top of that without having to rebuild the network."

Eric Norman, Head of Infrastructure, Architecture, Innovation, InterContinental Hotels Group

Solution components

Network Edge

Provides 20+ virtual network functions 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

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

About IHG

With a family of 20 hotel brands and IHG One Rewards, one of the world's largest hotel loyalty programmes with over 145 million members, IHG has more than one million rooms and 6,700 open hotels in over 100 countries, and a development pipeline of over 2,200 properties.

IHGPLC.com

About Equinix

Equinix, Inc. (Nasdaq: EQIX) shortens the path to boundless connectivity anywhere in the world. Its digital infrastructure, data center footprint and interconnected ecosystems empower innovations that enhance our work, life and planet. Equinix connects economies, countries, organizations and communities, delivering seamless digital experiences and cutting-edge AI—quickly, efficiently and everywhere.

Equinix.com

Ready to get started?

Find out how Equinix hybrid multicloud networking can help you optimize operations, boost performance and scale quickly as your needs evolve.

Contact us

Drive your future forward with Equinix