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Case Study  
Tourism

# Lufthansa City Center

Global travel provider partners with Equinix, Axians and ProfitBricks to provide a cost-effective, flexible and scalable virtual desktop solution.

## Overview

Lufthansa City Center (LCC) has been experiencing constant growth since its founding in 1991, and today is one of the largest travel agency chains in Germany. The Frankfurt-based company offers and manages virtual desktops for travel agencies that require a flexible, scalable and secure infrastructure and interconnection.

“Equinix was an ideal infrastructure provider due to its high reliability and service guarantees,” said Thomas Klein, Head of IT infrastructure for LCC.

## Business challenge

LCC ensures constant availability of the IT systems for a large number of travel agencies. Since all travelers rely on an efficient booking process, the IT systems must guarantee 24-hour access with minimal latency. Travel and tourism is a very competitive market where security and data privacy are critical. Besides the IT solution being cost-effective, flexible and scalable, it was vital that data sovereignty remained within Germany—a benefit that is guaranteed by Platform Equinix®.

One of the main challenges in the project was to combine the best aspects of both the physical and virtual worlds to create a hybrid solution through interconnection. This infrastructure consists of dedicated servers running the operating systems and a flexible public cloud that can scale on demand.

“As a service provider, secure, flexible and highly available IT solutions are the basis of our success. Our experience shows that Equinix offers an extremely reliable, globally connected platform. That sealed the deal for us.”

Thomas Klein, Head of IT Infrastructure, Lufthansa City Center

## About Lufthansa City Center

Lufthansa City Center (LCC) is the world's largest independent franchise company in the travel agency market with 500 offices in 85 countries. LCC is active in the tourism and business travel sectors.

[Lufthansa-City-Center.com](https://www.lufthansa-city-center.com)

## About Axians

Axians supports its customers in their infrastructures and digital solutions development. The company's specialized consulting, design, integration and service teams develop bespoke solutions that transform technology into added values.

[Axians.com](https://www.axians.com)

## About ProfitBricks

After being acquired by European hosting provider 1&1 Internet, ProfitBricks is now [IONOS by 1&1](https://www.ionos.com).

ProfitBricks is a cloud computing provider that specializes in Infrastructure as a Service. The company offers virtual data centers based on virtualization technology and a browser-based graphical user interface.



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## Solution

The complete solution required Equinix and two of its local partners to work simultaneously: Equinix provided colocation and interconnection services for the LCC platform; ProfitBricks provided the infrastructure; and Axians provided consultation and implementation. The process included expanding the hardware for LCC desktops and interconnecting ProfitBricks via Equinix Fabric™.

Once the connected data centers, virtual machines and hosts in the data centers were handed over to the customer, they added their own applications on this infrastructure. In the near future, Microsoft Office applications also will be provided via the ProfitBricks infrastructure.

LCC uses a hybrid solution in the Equinix environment. This solution is comprised of public cloud and dedicated servers with ProfitBricks providing Infrastructure as a Service (IaaS) and dedicated hosting from Axians. The main challenges included the licensing conditions and guaranteed performance for each virtual machine.

The entire desktop environment runs on Platform Equinix in Frankfurt, Germany, in a dedicated hardware environment provided by Axians. The operating systems are relatively static so the required space for the infrastructure can be planned. Since the business applications are updated and refined constantly and therefore require a flexible cloud environment, they are run within the ProfitBricks cloud.

While the company applications are in the ProfitBricks cloud, these applications are updated and refined constantly to suit a flexible cloud environment.

As its central components, Platform Equinix and Equinix Fabric form the basis of the solution. The services provided by Axians and ProfitBricks create an optimal and efficient hybrid cloud concept. Together this lays the foundation for LCC to leverage an Interconnection Oriented Architecture® (IOA®) strategy to bring applications and services closer to users, optimize multicloud connectivity and boost performance.

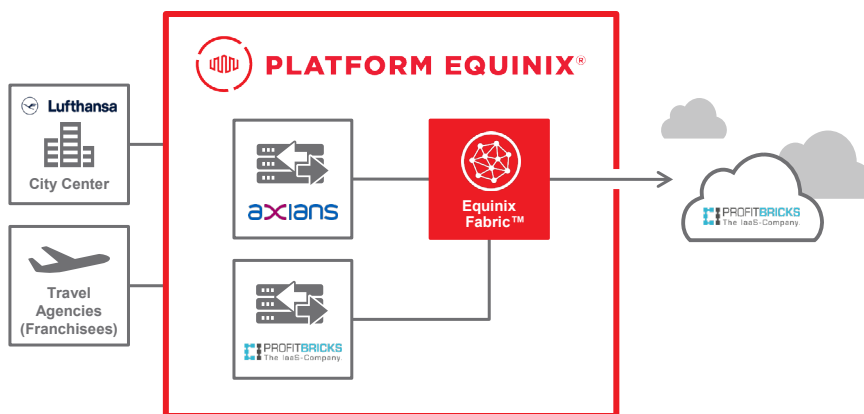
## About Equinix

Equinix is the world's digital infrastructure company™. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success.

[Equinix.com](https://equinix.com)

**“In Axians we found a trusted partner. Its support in planning and implementation have been decisive factors in our success. We’ve benefited from the company’s long-term experience in the cloud services domain, allowing us to concentrate on new projects.”**

Head of IT Infrastructure,  
Lufthansa City Center





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## Business results

A significant advantage was the diversity of Platform Equinix with partners such as Axians and ProfitBricks. Equinix, Axians and ProfitBricks seamlessly planned and integrated the complex projects to provide services such as dedicated servers and public cloud solutions while guaranteeing that all data access and storage takes place within Germany.

Finally, a further benefit is the proximity to the DE-CIX international data exchange point. LCC data centers are distributed across the Equinix International Business Exchange™ (IBX®) data centers (FR2 and FR4) for security reasons, which are connected via Metro Connect®.

## Value realized

Ultimately, this solution provides travel agencies with a low-latency client connection and implements a flexible provision of development resources for IT. In addition, the solution accesses a dedicated Internet Breakout Point from where data traffic crosses over to the internet. Performance is improved as the distance covered via the internet is kept short. Latency is kept to a bare minimum due to physical proximity of ProfitBricks to the servers from Axians within the Equinix platform. A user in the travel agency will not notice that the desktop is running on an infrastructure separate to the one hosting the applications.

The travel agencies connected to the LCC platform are legally independent entities and have a franchise relationship with LCC. This means that LCC is not allowed to buy and lease any licenses such as those for Microsoft applications. For this purpose, there are special licensing agreements called SPLA licenses. From a licensing perspective, LCC was not in a position to adapt an SPLA model. To alleviate the licensing issue, Axians, a Microsoft SPLA partner, hosts the Microsoft operating systems, which also provides increased security levels and improved system availability.

This concept can be used as a blueprint for franchise companies or those with many branches. It offers seamless scalability from smaller environments (from 20 virtual desktops) to large corporate environments. The separate expansion of virtual desktop infrastructure with Axians and application infrastructure with ProfitBricks provides the option of integrating proper licensing for Windows desktops with maximum scalability of resources for employees.

## Benefits

Lufthansa City Center (LCC) experienced the following advantages through the integrated solution offered by Equinix, Axians and ProfitBricks:

- Flexible and cost-effective virtual desktops for travel agencies
- Quick and easy connection of new franchise partners without any cutbacks on performance
- Cost savings through scaling infrastructure resources as needed
- One-stop cloud solution and dedicated infrastructure
- Guaranteed data sovereignty in Germany
- Improved performance and stability of IT services
- Forward-looking approach through the first step toward an Interconnection Oriented Architecture (IOA)
- An optimal technical solution for licensed provision of Microsoft desktops for LCC travel agencies

## Get started

To learn more or begin creating a similar solution for your business, [contact our team](#) today.