



## Success Brief

Predictive Enterprise

Intel® Xeon® Processor

Service Providers

Service Delivery Infrastructure



# Taking Off to New Heights

## Southern China Airlines boosts its IT systems with an Intel® Xeon® processor-based deployment

Southern China Airlines knows that the use of technology is as central to the success of an airline as a jet engine powering an airplane's flight.

On a quest to boost operational efficiency and deliver even better services to customers in a wildly competitive market, the airline maintains a Predictive Enterprise strategy that allows it to upgrade its IT infrastructure for optimum business improvement.

With its most recent IT deployment in place, Southern China Airlines is now prepared to soar even higher in the face of mounting market challenges and consolidate its position as the biggest\*\* airline in mainland China.

“In the competitive airline business, lowering costs and improving services are key to business continuity and growth – Intel® Xeon® processor technology truly delivers on these two fronts to Southern China Airlines.”

Huang Wenqiang  
Vice President  
Information Center  
Southern China Airlines  
Co., Ltd

### Challenge

- Southern China Airlines needs to keep its goods transportation system in tip-top condition at all times in order to facilitate the flow of critical materials that is key to its business operations.
- Furthermore, Southern China Airlines seeks to boost the capacity of its online ticket booking system.
- The airline also needs to keep system upgrades cost-efficient and future-proofed for maximum investment mileage.

### Solution

- Southern China Airlines needs to develop a forward-looking IT strategy that can respond effectively to its needs and allow it to sense, predict and act on business developments.
- Turning to Intel® multi-core technology, the airline found a powerful, robust computing solution that works perfectly alongside its IT strategy.
- Server systems from Dell\* and IBM\* running on Intel® Xeon® processors<sup>1</sup> X5450 and E7320 form the cornerstone of Southern China Airlines' enhanced online ticket booking and goods transportation systems.

### Impact

- Southern China Airlines' goods transportation system, which was previously capable of only 3,000 orders per day, can now take up to 5,000 orders daily.
- Southern China Airlines also achieved a peak daily transaction of more than 20,000 individual sales, resulting in a corresponding turnover of RMB 70,000,000.
- Additionally, the airline realized cost savings of 60 percent compared to its previous deployments.

## Intel® Xeon® processor delivers greater thrust for Southern China Airlines.

Maintaining its position as China's largest airline\*\* is no simple task for Southern China Airlines.

On one hand, the airline needs to boost the performance of its goods transportation system in order to support the growing volume of critical materials which are essential to sustaining the smooth operations of its business.

On the other hand, Southern China Airlines also needs to improve its overall service quality by upping the capacity of its online ticket booking system, delivering more ticket purchase options to its valued customers.

All these upgrades take up not only server space but also capital, and the airline needs to keep business and operational costs low in order to maintain its competitive edge.

To meet its challenges, Southern China Airlines developed a Predictive Enterprise strategy that can respond effectively to its needs and allow it to sense, predict and act on current as well as future business developments.

"One key aspect of our Predictive Enterprise strategy is to upkeep our IT infrastructure with a scalable, high performance computing system," says Mr. Huang, "By ensuring that we migrate our systems to energy-efficient multi-core technology, we would be able to reduce energy and space footprints yet benefit from greater cost-effectiveness computing mileage."

Turning to Intel for answers, the airline soon found a powerful, robust computing solution that works hand-in-glove with its IT strategy.

Server systems from Dell\* and IBM\* that runs on the Intel® Xeon® processor<sup>1</sup> 5400 series and 7300 series now serve as the backbone of Southern China Airlines' enhanced online ticket booking and goods transportation systems, allowing the airline to enjoy these Predictive Enterprise benefits:

- **Data Intensive Computing:**  
Southern China Airlines can now satisfy its current and future performance requirements for high volume goods transportation reliability with a capacity boost from 3,000 orders per day to 5,000 orders daily.
- **Efficiency, Environment and Performance:**  
Additionally, Southern China Airlines' online booking system further benefits from the unparalleled performance per watt of Intel® Xeon® processor technology, registering a visitor capacity increase of up to 20 times over the airlines' previous deployment, giving its customers greater latitude to purchase tickets online.

Furthermore, the cost savings from customizing their own server system for both goods transport and online booking saw Southern China Airlines realize cost savings of 60 percent as compared to its previous acquisitions.

This combined with a peak online ticket sales volume of RMB 70,000,000 daily, has served to effectively lower Southern China Airlines' business costs while boosting the airline's bottom line across the board.

According to Mr. Huang, Southern China Airlines' new and improved server capabilities will pave the way for the airlines to roll out even more innovative services that will go a long way towards improving the company's market share over the next few years.

"Intel® Xeon® processor technology has truly delivered cost-efficient performance to Southern China Airlines," says Mr. Huang, "With our new and improved computing capabilities, we are now looking forward to the implementation of web-based services that will add greater value to Southern China Airlines business in the future."



### Spotlight: Southern China Airlines Co., Ltd.

- China Southern Airlines operates the largest and most technologically advanced airline fleet ... as well as the most extensive domestic air network in The People's Republic of China.
- In 2007, China Southern Airlines carried nearly 57 Million passengers, being ranked world #4 and Asia #1 and the only one Asian airline listed top 5 from China, ranked as the largest airline in China for 29 consecutive years and is the only carrier in mainland China entering into the world's Top 10 passenger airlines - based on annual passenger traffic volume.
- In 1995, 2001, 2003, 2004 and 2007, China Southern Airlines was honored by the CAAC with the "Golden Roc Cup" - the previous most prestigious award in the Chinese aviation industry.
- Currently, China Southern Airlines operated 342 modern Boeing 777, 747, 757, 737 and Airbus A330, 321, 320, 319 and 300 jet aircraft serving destinations to 841 cities in 162 countries ... forming an extensive network, with Guangzhou and Beijing as its hubs, covering all of China and radiating throughout Asia with convenient connections to all main cities in the world via close cooperation with all the SkyTeam member airlines.

\*\*Source: Southern China Airlines Co., Ltd.  
<http://www.csair.com/en/aboutcsn/aboutcsn.asp>



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<sup>1</sup>64-bit Intel® Xeon® processors with Intel® EM64T requires a computer system with a processor, chipset, BIOS, OS, device drivers and applications enabled for Intel EM64T. Processor will not operate (including 32-bit operation) without an Intel EM64T-enabled BIOS. Performance will vary depending on your hardware and software configurations. Intel EM64T-enabled OS, BIOS, device drivers and applications may not be available. Check with your vendor for more information. Performance will vary depending on the specific hardware and software you use. See most up to date benchmarks at <http://www.intel.com/products/benchmarks/server/index.htm> for detailed information.

\*Other names and brands may be the property of their respective owners.

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