

Simplicity is a cornerstone of the approach Onhotels.com takes to online hotel booking, according to technical director Doug Anderson.



"People don't want to wait around online for a complicated booking process which takes forever," he said. "If we can find someone a hotel in five seconds instead of 20 seconds,

there's a better chance they'll use us again."

It's perhaps little surprise, then, that Onhotels.com found a perfect synergy with iomart when it decided to rebrand from HotelsRus.com and relaunch in summer 2008.

Previously, the company's website and database were hosted with a data centre provider in Italy, running on expensive high-spec servers. When Doug first met with iomart to discuss requirements, they recommended using lower-spec servers specifically configured to more closely suit the needs of Onhotels.com.

This simpler approach proved to be not only cheaper, but provided customers of Onhotels.com with hotel searches that Doug estimated to be as much as four times quicker than before – with a significant boost in revenues for the company as a result.

Before the new website launched, though, Doug revealed iomart's behind-the-scenes work meant the service was up and running in the UK within a few weeks.

He said: "We received a bespoke service with servers iomart knew it could support and a configuration which suited us exactly. Time was tight but iomart pulled some strings to make sure the hardware we needed was delivered when we needed it."

Doug admitted the level of technical expertise at iomart had allowed him to concentrate on his day job, and was another major factor in his satisfaction with the service.

He said: "I sent an email requesting a few things which were fairly technical, expecting to receive a call asking for clarification of one or two points.

"What I got instead was an email back within five or ten minutes saying what I'd asked for had been done. That's been typical of my experiences with iomart – they consistently exceed expectations and just get things done. Nothing seems to be too much trouble."

iomart had another chance to show its superior customer service when Doug asked for a complex task to be carried out on Onhotel.com's database, but which had to be completed outwith the website's busy hours.

The site is busy until late at night, so one of iomart's technicians carried out the job – which took two and a half hours to complete – at 1am to avoid disruptions.

Doug added: "iomart has an unquestioning willingness to do whatever needs to be done, which we've never experienced before. I often get a quicker response from iomart than I do from our own internal IT department!"

Part of the success of iomart's hosting services is down to the effort the company makes to establish and maintain excellent client relationships, with consistent, named contacts for each client. Doug knows exactly who to call with queries or requests, and this continuity has built his company's confidence in the iomart service.

Perhaps the most crucial part of the relationship between Onhotels.com and iomart, however, is iomart's guarantee of 100 per cent uptime for the website.

Doug adds: "Our business is selling hotels throughout the world online – if our website is down we don't get any business, and as well as the immediate problems that would cause, there are also long-term repercussions for users who might otherwise have been repeat customers.

"iomart's service gives me nothing but complete confidence. For me the most important thing is how much the performance of the website has improved, which has been of immediate benefit to our business."



Founded in 1998, iomart is recognised as one

of Europe's largest and most experienced managed hosting companies. The company holds a unique position within the marketplace. By owning its own data centre and network infrastructure, it is able to deliver the complete end to end set of vertical components in the hosting arena from managing single servers through to the design and build of complex multi application environments.

Established in 2003, Onhotels.com offers over 50,000 hotel properties worldwide across all classes of hotel accommodation, via an easy-to-use booking engine that displays one total price with no hidden or surplus charges. Visitors to the site are offered room rates at up to 70% discount from the standard hotel published tariffs.

www.onhotels.com