



NEWS RELEASE

Bangkok Airways and Cisco Transform the Airline Industry in Thailand

2015-03-02

BANGKOK, THAILAND -- (Marketwired) -- 03/02/15 -- Cisco (NASDAQ: CSCO)

Bangkok Airways, Thailand's privately owned regional airline has implemented Cisco® technology and solutions to help them optimize their business.

[Cisco Unified Computing System™](#) (UCS) is a groundbreaking approach to computing, designed for IT innovation and business acceleration. Using this platform, Bangkok Airways has been able to deliver real time business analytics for efficient decision making, remain cost effective and agile in their business processes, and optimize their function by replacing silos of home-grown business process applications with integrated solutions that enhance their services with real-time notifications.

Cisco UCS has provided Bangkok Airways with the means to initiate 'Ground Operation Applications' to keep real-time records for all services utilized by each flight. The airline crews can analyze large volumes of data in real time, resulting in faster insights for the company's executives. The Cisco solution has also helped Bangkok Airways create an 'Internal Mobile Application' which serves the customer service department. They use the application to facilitate immediate customer compensations where needed and therefore are able to accelerate business functions and performance, reduce and replace paper-based process, and effectively appraise work performance on a daily basis.

Cisco UCS provides a new model for data center efficiency and agility, and has been designed with the performance and reliability to power memory-intensive, mission-critical applications and virtualized workloads. With this distinctive implementation powered by Cisco UCS, Bangkok Airways has a comprehensive, differentiated, scalable and highly secure solution that accelerates their applications' performance, increases server agility, and reduces deployment risks, server provisioning time and total cost of ownership.

Cisco UCS platform offers hardware-state abstraction that transparently integrates server, storage, and

networking resources used for any application whether virtualized or non-virtualized, thus helping to eliminate the waste that can be caused by dedicating pools of resources to a specific purpose. Six years after entering the server market in 2009, more than 30,000 Cisco UCS customers, the future is already here, and the [benefits are happening now](#). See the video on the Cisco YouTube channel: [Bangkok Airways Suite on HANA on Cisco UCS](#).

According to the *IDC Worldwide Quarterly Server Tracker, 2014 Q1, May 2014, Vendor Revenue Share*, [Cisco](#) demonstrated the highest industry growth in the total worldwide server market with 39% revenue growth on a cumulative four quarter basis ending in calendar Q1 of 2014, a period where other vendors in the top five posted flat or declining results. Cisco also maintained its position as second worldwide in x86 blade server revenue market share, with a top-five ranking among server vendors overall.

Mr. Puttipong Prasarttong-osothe, Managing Director of Bangkok Airways Company,

"Being Asia's leading boutique airline, we need to continuously innovate and enhance ourselves through innovation and with technologies that will help us improve our operations and management in the very competitive and fast growing aviation industry. With this vision, we've decided to massively invest in innovative technologies like Cisco UCS for our server platform due to its robustness, stability with our scale-out configuration and its capacity to support our growth in the future. Today, Cisco has proven that its server platform is very exceptional, same as its networking solutions. Cisco UCS is not only helping reduce our hardware and maintenance costs associated with running multiple data warehouses, operational systems, and analytical systems, but also being our true competitive edge server platform to help transform airline business through business values. In the near future, we've planned to implement business warehouse and business object analytic and of course, Cisco is still our preferred platform."

Mr. Vatsun Thirapatarapong, Managing Director for Cisco in Thailand and Indochina

"Cisco has been working with Bangkok Airways for a number of years and we are excited to be working with them to drive the transformation for the airline industry in Thailand. Our experiences globally and our expertise in the market are our value propositions for customers like Bangkok Airways, who are looking to grow their business and scale their technology implementations. Bangkok Airways is the first company to move their Suite on SAP HANA on Cisco UCS implementation into production, and we are excited to help them in their growth."

About Bangkok Airways

Bangkok Airways (www.bangkokair.com), with the ASIA'S BOUTIQUE AIRLINE slogan, is the first private airline established in Thailand since 1968. Taking off daily with about a hundred flights per day from Bangkok's Suvarnabhumi Airport, Bangkok Airways flies travelers from around the world to more than twenty exquisite destinations across Thailand and Asia.

Bangkok Airways is the only airline in Asia that has won the Skytrax' Best Regional Airline for six consecutive years since 2004. As a member of the Pacific Asia Travel Association (PATA), Bangkok Airways continues to provide comfort at an uncompromised safety standard to all passengers towards the region's tourism sustainability. Presently, Bangkok Airways' fleet consists of 27 aircraft; nine ATR 72s, eight Airbus 320s, and ten Airbus 319s.

About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>. Cisco products are supplied in Thailand by the channel partners of Cisco Systems International Limited, a wholly owned subsidiary of Cisco Systems, Inc.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at www.cisco.com/go/trademarks. Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company.

RSS Feed for Cisco: <http://newsroom.cisco.com/rss-feeds>

Supriya Addanki
Cisco
+65 6317 7145

Source: Cisco