

Case Study

Safe Host Services

- SafeServer – Blade Hosting •
- SafeServer – Virtual Server •
- SafeServer – OS Management •
- SafeServer – Application Management
- SafeNet • SafeContent • SafeSecure



iPhone/Android Smartphone Application for TPG

Transports Publics Genevois (TPG), Geneva's public transport company, launches its first smartphone application in Switzerland allowing travelers to get localized bus waiting times, trip length and connections in real-time on their smartphones.

Challenges

- Ensure a cost-effective and scalable solution that meets future requirements

Solutions

- 24x7 server management with secure fault-tolerant connectivity and data protection
- Industry-leading ITIL-compliant service delivery and management best practices

Benefits

- Successful completion of project enables TPG to exceed its goals
- Partnership grows to encompass further opportunities for consolidation and cost-cutting

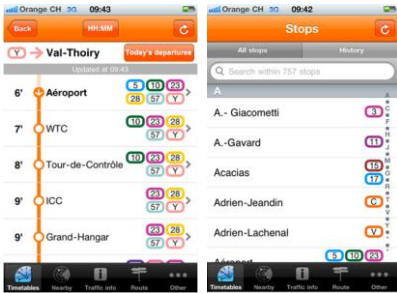
Safe Host was chosen to host, connect and manage the application servers that collect real-time information from the bus & tram network and transmit to users' smartphones.

Challenges

Safe Host had to deliver a scalable back-end for a mobile application that was capable of meeting a high number of simultaneous user requests on 24/7 basis. The project, including a complete test environment, needed to be completed within an aggressive time-frame.

Solution

A dedicated Safe Host design team drew on its experience of running more than 150 servers for customers in the data centre and recommended a solution that was scalable, cost-effective and did not involve redesigning the entire TPG network architecture.



Safe Host designed a hosting infrastructure built with scalability in mind, due to the popularity and the rapidly growing user-base forecasted to use the application as a defacto source for consulting Geneva's public transport schedule. This powerful back-end system was built to communicate seamlessly between the iPhone, other smartphones, and TPG's application engine.

Safe Host's solution leverages its tier-3 data centre, load-balanced Internet access and server management services to provide a solution that is supported 24 hours a day, 7 days a week.

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The project was delivered into production on time and within budget.

Benefits

Safe Host's solution gives TPG's users a content rich experience with quick download times, even at peak volumes of simultaneous requests.

About TPG

Transports Publics Genevois (in English, Geneva Public Transport) locally known as the TPG, operates most of

the public transportation system in Geneva, Switzerland. The TPG operates trams, trolleybuses and buses for the canton of Geneva and also serves some regions in neighbouring France. The TPG shares a common fare system (UNIRESO) with these services and some in neighbouring France so that a single ticket can be used for any public transport within its zones and times of validity.

About Safe Host SA

Safe Host SA provides a complete range of data centre infrastructure services in its state-of-the-art Data Centre in Geneva, Switzerland. Safe Host's four service lines – Colocation, Connectivity & Security,

Business Continuity and Managed IT Services – provide a secure, reliable and cost-effective way to ensure the continuous availability of business systems and applications.

Safe Host SA's management systems have been awarded ISO 9001:2008 certification by Société Générale de Surveillance SA. The company was audited on quality management principles in 2003 and has been successfully recertified annually since.

“This summer, TPG launched a new IT service to ease the daily life of travelers. This application allows them to consult from their smartphone in real-time and through some clicks only, the timetable of bus and trams, the possibilities of connections and also the traffic conditions. This service allows them to save time organizing their own travel with accuracy and check the traffic.”

Antoine Stroh,
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