

Yakutia Airlines

saves more than USD 30,000 annually by selecting Traffic Inspector for Internet management



CASE

These days it's hard to imagine a functioning company that doesn't use computers and the Internet. For aviation in particular, IT goes beyond just commercial operations: it affects end-user perceptions of products and services. These experiences of end users directly impact passenger loyalty.

PROBLEM

In northern Russia and Siberia, Internet access costs dramatically more than in Moscow or St. Petersburg: 1 megabyte of incoming traffic can cost RUB 2 (approximately USD 0.06) or even more. Companies bear the brunt of these problems of overpriced and underdelivered connectivity. Rates for corporate clients are excessively high; "pushing" a large amount of information over the World Wide Web can bring an already slow connection to a complete halt.

Corporate rates for unlimited Internet access: Moscow vs. remote areas of Russia

Company	Speed, Kbps	Fee, RUB	Traffic, GB
MGTS	2 048	5 846	unlimited
Yamaltelecom	2 048	70 000	unlimited
Transtelecom-DV (Khabarovsk)	2 048	12 000	unlimited

SOLUTION

Yakutia Airlines has used Traffic Inspector ever since the company was founded in 2003, when it chose the software as its primary tool for economizing on Internet expenses at its Russian offices. Traffic Inspector is an integrated solution for setting up and controlling Internet access. It offers real savings, thanks to reduced traffic and more efficient use of employee work time. Traffic is curtailed through caching, blocking of banner ads and unwanted sites, and spam filtering (via the Traffic Inspector mail gateway).

In addition, administrators can fine-tune traffic, by allowing, blocking, limiting, or redirecting requests.

Yakutia Airlines uses three major Internet providers, which have been combined into a single Traffic Inspector node. Thanks to flexible configuration and smart routing, up to 35–40% of traffic is saved.

Unlimited (cap-free) Internet connections in the Russian Far East are not cost-effective: when pricing unlimited connections for clients, providers in the region often assume 75–90% daily saturation of the client line.

Traffic Inspector allows improving upon this situation. Besides the software's core functions of monitoring content and restricting user access to the Internet, it also allows saving money through dynamic redistribution: the software's integrated proxy server directs traffic to the connection from the Internet provider that has the lowest price.

And here is the story by the numbers: for 2010, the company spent over RUB 2.5 million on Internet access. Without Traffic Inspector, the company would have spent nearly RUB 3.5 million.



Yakutia Airlines is a major Russian air carrier in the Far East region of Russia. The company ranks 12th place in passenger traffic and 10th place in cargo traffic among Russian carriers, based on Russian Air Transport Agency statistics (November 2009 to November 2010). Yakutia Airlines flies all over the Republic of Sakha (Yakutia) and central Russia, covering 56 routes. Regular international destinations include Seoul, Harbin, and Dushanbe. The company's mission is to offer safe, efficient air transport with impeccable passenger service.



notes Pavel Udod, first deputy CEO of Yakutia Airlines

“Traffic Inspector is extremely useful at companies in northern Russia and Siberia, where the cost of Internet traffic today is sky-high.