



Meraki helps Big Bus Tours make all the right connections

Published

The client

Established in 2011, Big Bus Tours is the leading global provider of open-top, hop-on-hop-off sightseeing tours, with more than 400 buses, operating in 25 cities

and 11 countries. Big Bus Tours pride themselves on delivering a differentiated, high quality, experience to its 6 million customers.

Key facts

The challenge

With a global presence and small UK based Operations and Service Delivery capability the need to provide a cost effective, reliable, secure global networking solution supporting on bus internet connectivity, local offices and sales locations creates a logistical challenge.

With plans to expand, licence and device, flexibility was vital.

Critical success factors

The Solution

Working closely with the client, Softcat's specialists assessed its current provision and proposed an alternative solution, consolidating all hardware to Meraki devices underpinned by a 5-year Meraki Enterprise Agreement.

Through migrating to a single Enterprise Agreement, unnecessary licences could be eliminated, facilitating more effective strategic budget planning through a fixed pricing agreement incorporated in a Cisco Finance deal.

In doing so, Big Bus Tours would gain access to a dedicated Meraki Dashboard providing increased visibility of ongoing problems to facilitate more rapid and effective centralised issue resolution and cost control.

Softcat also worked extensively on defining a roadmap for Big Bus Tour's US and European and MEAP rollouts over a 6 to 12-month timescale.

Solution highlights

The benefits

With a fixed pricing agreement in place, Big Bus Tours can now confidently predict the ongoing cost of its networking and camera portfolios for the next five years. If additional licences are needed, it has the flexibility to increase capacity, while simultaneously ensuring a reduction in ongoing cost of around 30%.

reduce the need for costly and time-consuming site visits to rectify issues. It has also helped to reduce the time taken to manage the system by around 50%, freeing up time for IT team to concentrate on value adding activities.

Access to the Meraki Dashboard ensures high visibility and facilitates remote central management to significantly

The licence points-based model means as devices reach end of life, replacement devices utilise the licence capacity created by the retired devices licence.

Benefits at a glance

Why softcat

Softcat's team of network security specialists and account managers, combined with its longstanding relationships with leading technology vendors, ensures it can provide cost-effective, fit-for-purpose solutions across diverse industries. Every project is characterised by close engagement and collaboration with clients and vendors to guarantee its solutions deliver on the most pressing business needs, while enabling the flexibility and capacity to confidently prepare for future challenges.

David Knowles, Chief Technology Officer at Big Bus Tours said, "Collectively Softcat and Meraki have enabled the Big Bus technology team to provide flexible, cost effective and secure networking solutions globally, ensuring we can maintain and expand our market leading position and continue to provide a great service to customer and internal team members alike."