

## Explorers

Cloud

Case A: HotelsCombined - Expanding With Cloud



## Transcript

Brendon McQueen

*Co-Founder and CTO, HotelsCombined.com*

So everything was run from my home all of the development, all the testing all of that was run from home.

Hichame Assi

*COO, HotelsCombined.com*

We started to build our affiliate program not too long after that and try to get some serious partners on board. Cloud computing allows us really to not focus too much on headcount and worry too much about the organizational structure internally, we can allow our people to focus much more on the marketing side, the commercial side, internationalizing, setting up offices around the world and expanding.

Brendon McQueen

*Co-Founder and CTO, HotelsCombined.com*

Going out and purchasing hardware like you used to have to do would not have been feasible for us. Having the ability to just press a button or run a script that will automatically provision a server and enable us to scale very quickly is being crucial.

Will Duckworth

*Partner, Consulting Services, IBM*

With the cloud as your business scales and you're getting adoption globally so does your technology platform scale so you don't lose that momentum, you don't lose that heat in your business.

Brendon McQueen

*Co-Founder and CTO, HotelsCombined.com*

The business grows, as it grows it gets more complex a lot more systems are needed a lot more infrastructure is needed, having the cloud allows us to kind of not have to plan every piece of the puzzle perfectly we can set something up and if it doesn't work we can try again and over time having a flexibility with the cloud to shift things around and constantly keep optimizing the infrastructure.

Will Duckworth

*Partner, Consulting Services, IBM*

The difference with cloud is the gap between idea and execution is much more compressed, so you can test it up launch it in the market and a few users might say "hey I like it but" and then you can try and build on that.

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*Case A: HotelsCombined - Expanding With Cloud*



Hichame Assi

*COO, HotelsCombined.com*

We have a whole number of concurrent tests at any one time across the entire booking path and the aim is to really test objectively and ensure that we're giving what the users want.

Will Duckworth

*Partner, Consulting Services, IBM*

With cloud users can just tap into the IBM cloud capabilities and quickly innovate.

Brendon McQueen

*Co-Founder and CTO, HotelsCombined.com*

We're now in 41 languages we have 800 thousand properties on the site that you can book all around the world. We're now supporting over 25 million users each month, having that flexibility to press the button and get this going instantly is crucial