

# Brittany Ferries

## COMPANY BACKGROUND:

Since its formation in 1972, Brittany Ferries is now the market leading cross channel ferry operator sailing on the Western Channel. It carries 53 % of all UK passengers to France, plus they have routes to Spain from the UK and France from Ireland. They are also one of the largest tour operators specialising in self-drive holidays to France and Spain.

The company currently operates seven routes with 8 ferries and one fast craft, including the Pont-Aven, which is the largest and fastest cruise-ferry ever to operate on the Channel and to Spain. With over 2'500 employees, the company carries over 2.7 million passengers per year plus 800,000 cars and 180,000 lorries every year!

Their ships are often described as cruise ferries, offering facilities and standards of comfort expected of a cruise ship. Facilities include: shopping malls, cinemas, restaurants, bars, tourist offices and even swimming pools. Brittany Ferries provides over 4,710 restaurant seats and 5,000 beds every day.

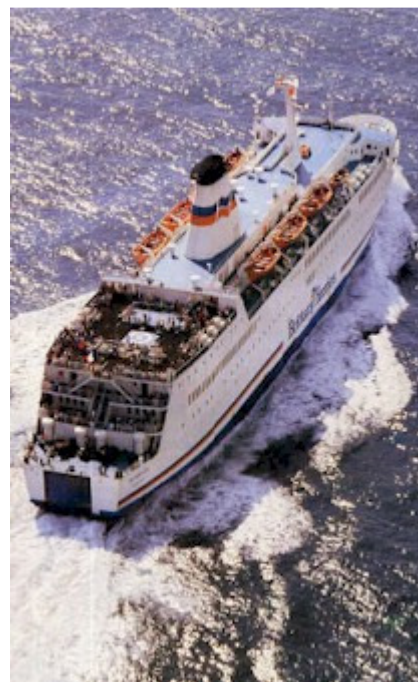
## BRITTANY FERRIES REQUIREMENTS:

Being a leading ferry operator, Brittany Ferries are fully aware of the importance of business continuity planning. As such, they have a comprehensive plan, which covers all aspects of the business.

Essential to business is the companies call centre. This call centre receives incoming bookings from customers. As part of the business continuity planning the need for an alternative arrangement was highlighted.

Brittany Ferries selected back2business (**b2b**) to provide the following:

- 30 desks, which could be taken up in the event of a disaster.
- Alternative office space.
- Comprehensive technical infrastructure
  - phone systems; phone lines, high capacity Internet connection.
- 2 test days per year.
- Ongoing business continuity support.



## OUR SOLUTION:

With the call centre being essential operations to the Brittany Ferry business, they could not afford lengthy down time if a disaster was to strike. This would result in a large loss to the business.

As such, when they joined us in March 2006, we set out to provide them with the comprehensive cover they required. Firstly, **b2b** provide 30 'hot seat' disaster recovery spaces – within the custom-built disaster recovery centre. This includes a desk/chair, phone and computer per 'seat'. **b2b** provide them with a direct dial number that they can 'redirect' all their phone calls to in the event of a disaster.



The phone lines were prepared in order to take 30 simultaneous calls. This number comes into the **b2b** phone system, which we have configured to meet Brittany requirements. In addition to the above, **b2b** also provide Brittany Ferries with the internet connection and routing/switch equipment, this allows them to create a virtual private network (VPN) to their server room and in turn gives them access to their booking system.

This allows staff to work as if they were at the original call centre. It reduces the number of calls potentially lost and provides staff with a stress free alternative in what could be an incredibly stressful period of time.

Two test days are run per year to ensure switch over runs smoothly and staff are aware of procedure. These have always been successful and **b2b** are now proving to be an essential part of Brittany Ferries business continuity planning.

"Having a comprehensive business continuity plan in place we needed a flexible, specialist provider to meet our needs and deliver the plan to reality. **b2b** have provided us this and more - from physical office space, to bi-annual test recovery days, through to the technological support required to deliver such a comprehensive plan - and all with very little stress to our employees. As a business we are now confident that, in the event of a disaster, operations will remain as seamless as they currently are on a day to day basis."

Simon Francis  
Brittany Ferries  
IT Manager