Tourism Top End
CASE STUDY

Tourism Top End is a not-for-profit organisation that operates the Northern Territory's largest tourism and information centre. They represent over 550 businesses, predominantly tourism-based organisations and tourism affiliated organisations, covering half of the Territory including regional and remote tourist destinations across the Top End.

Tourism Top End faced the decision of either updating their aging server equipment or migrating to a new cloud storage service. As new servers can be a costly option that need replacing every few years Tourism Top End put out a request for tender to find a solution to best meet their needs and a service provider for ongoing IT support.

Trusting a company to take carriage of your business data and moving it to a new system can be a big decision. With no in-house IT team, Tourism Top End were looking for a capable partner and an effective solution that was compatible with their current business applications, cost-efficient and included training to minimise disruption to the business during transition.

"IT can be a daunting process and creates a lot of anxiety for a business when its changing or not going right. Area9 was competitive on all levels, especially when they came to understanding who we were. They offered a range of solutions our team could manage and explained them clearly which we really appreciated."

Glen Hingley, General Manager – Tourism Top End

Moving to the cloud

Area9 experts proposed moving to the public cloud utilising Microsoft 365 and Azure Files. This Software-as-a-Service solution was seen as highly suitable for Tourism Top End, compatible with their existing work structure and data. Using Microsoft 365 also meant that the transition to Azure Files was zero cost in terms of licensing. Area9's project included migrating all users to Azure AD and implementing Area9's Cloud Backup Service for Microsoft 365.

Being a cloud-based solution, Tourism Top End saw instant benefits enabling staff based all over the Northern Territory to access critical information more easily and more securely.

"Microsoft 365 ticked all the boxes within our organisation, whilst giving us the ability to work remotely. Speed and efficiency gains have been tremendous, and we are able to connect with each other and our booking partners more seamlessly."

Being a not-for-profit organisation, Tourism Top End were conscious of the budget. By moving to the public cloud their support costs were reduced significantly. Area9 also deployed a new router to cater for the greater demand on their internet connection.

"We know we're not experts in IT and we really appreciate that Area9 didn't take advantage of that. They were super supportive and transparent in how they worked with us, responding to our needs quickly and really nurtured us through the transition, coming out to our site when needed. They brought comfort to Tourism Top End with their years of extensive IT experience but also being based in the Northern Territory, they understood our company and what we needed."

Glen Hingley, General Manager – Tourism Top End

The power of simplicity

Here at Area9 we never underestimate the value of validating our thinking. For Tourism Top End, initially we considered SharePoint as the primary location where their files could be stored. However, since they dealt mostly with media and graphic design files it was determined that SharePoint wasn't ideally suited to their needs. Azure Files represented a more traditional and far less complex cloud storage solution and by deploying Azure Files, Tourism Top End saved considerable time, money and effort.

About Area9

Area9 Enterprise Deriving value from your information assets is the key to true digital transformation and business improvement. Talk to Area9 today to understand how to unleash the real potential of your prior and future technology investments.

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