



## SUCCESS STORY

# Ponant

### COMPANY OVERVIEW

From its very beginning, [PONANT](#), the only cruise line sailing under the French flag, made the bold move of proposing a new style of cruising, through a unique mix of sea travel combined with exceptional itineraries and elegant hotel service aboard ships, delivered on an intimate scale. For 30 years, the company has endeavored to bring the “French way of life” to all the world’s oceans. This “French touch” is embodied by a French crew for whom discreet service and gastronomy take pride of place. Aboard limited-capacity yachts, specially designed for expeditions, guests are provided with an unrivaled standard of comfort and service. With a fleet of 12 ships, 2,000 crew members and 460 departures planned in 2021, PONANT, the world leader in luxury expeditions, will sail all the seas in the world to exceptional destinations including the Antarctic, the Arctic, Alaska, the Amazon, the Orinoco, the Scattered Islands, Kimberley, Papua New Guinea, and soon even to the top of the world, the geographic North Pole.



**LOCATION**  
France

**INDUSTRY**  
Hospitality

**WEBSITE**  
[www.ponant.com](http://www.ponant.com)

**SOLUTION:**  
Hosting Solutions  
(including PCI-DSS  
compliance Managed  
Services)

## BUSINESS CHALLENGE

### Managing a highly strategic growth initiative

While still small by industry standards, Ponant is a growing company with significant future plans. In the last year alone, Ponant launched 160 cruises, served 28,000 passengers, and generated \$150 million in sales. By 2019 the company's existing fleet of five ships will expand to nine, and with that growth come additional demands on the company's IT infrastructure, particularly as it relates to Ponant's ability to market and transact business online. Viewed as highly strategic, a future growth channel and a top priority for the company's CEO, Ponant's Magento-based e-commerce project required an IT network partner that could deliver a fast network, a GDPR compliant solution and IT support in the Ponant team's native French language.

It chose Cogeco Peer 1.

## THE SOLUTION

### A future-proof, PCI DSS compliant infrastructure

With the advice of Cogeco Peer 1's team, Ponant's IT organization tapped into Cogeco Peer 1's solutions to assemble a future-proof technology infrastructure consisting of hosting services, PCI-DSS solutions and managed services. This IT infrastructure will enable Ponant to run a compliant solution that includes server management, load balancers, firewalls, switches, and other components allowing the organization to stand up to a PCI DSS Level 1 Audit conducted by a qualified security assessor (QSA).

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- Jean Louis Cambert,  
Chief Information Officer, Ponant

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### Hosting Solutions

As fast as you want it to be. As reliable as you need it to be. A broad spectrum of managed services for servers, storage, databases, commerce and business applications. Backed by Cogeco Peer1's FirstCall Promise™ support.



### Managed Services

Let us keep your critical systems running at peak performance. An extensive suite of services for SAN, virtual servers, applications, databases, and other foundational hardware and software.

"Integrating an e-commerce site into our information system meant separating the section dedicated to Internet users from the technical section which manages web services," explains Carlos Merida, Deputy Director of Information Systems, Ponant. "Our product management is extremely complex because we have to combine the management of both excursions and on-demand services such as arranging for a helicopter tour to view Machu Picchu or providing our passengers with boots and ice axes required for climbing ice floes. Cogeco Peer 1's team is the most qualified in this area."

### A level of service that goes far beyond other large IT service companies

"We selected Cogeco Peer 1 for its level of service that goes far beyond simply maintaining a Magento platform. The company is highly qualified, has an international presence, and maintains a human element, which is very difficult to find among large IT service companies," says Jean Louis Cambert, Chief Information Officer for Ponant.

Cogeco Peer 1's ability to support the Ponant team in their native French language helps avoid misunderstandings and the company's international presence means issues are resolved expediently when there is an incident. "We benefit from Cogeco Peer 1's continuous service," says Cambert. "They can begin work in France, then follow-up with an engineer in the United States to provide a single continuous effort toward resolution. This is very important to us."

Beyond its exemplary service, Cogeco Peer 1's fast network performance sets it apart. It grants Ponant's clients and customers –Internet users– with very quick and efficient access. Because the company is also compliant with new EU General Data Protection Regulations (GDPR), it can be entrusted to house and manage Ponant's passenger medical data management system, which must be kept in an extremely secure environment.

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## BUSINESS BENEFITS

A company that delivers five-star service to its passengers expects and deserves the same from its IT service provider. Cogeco Peer 1 has not disappointed.

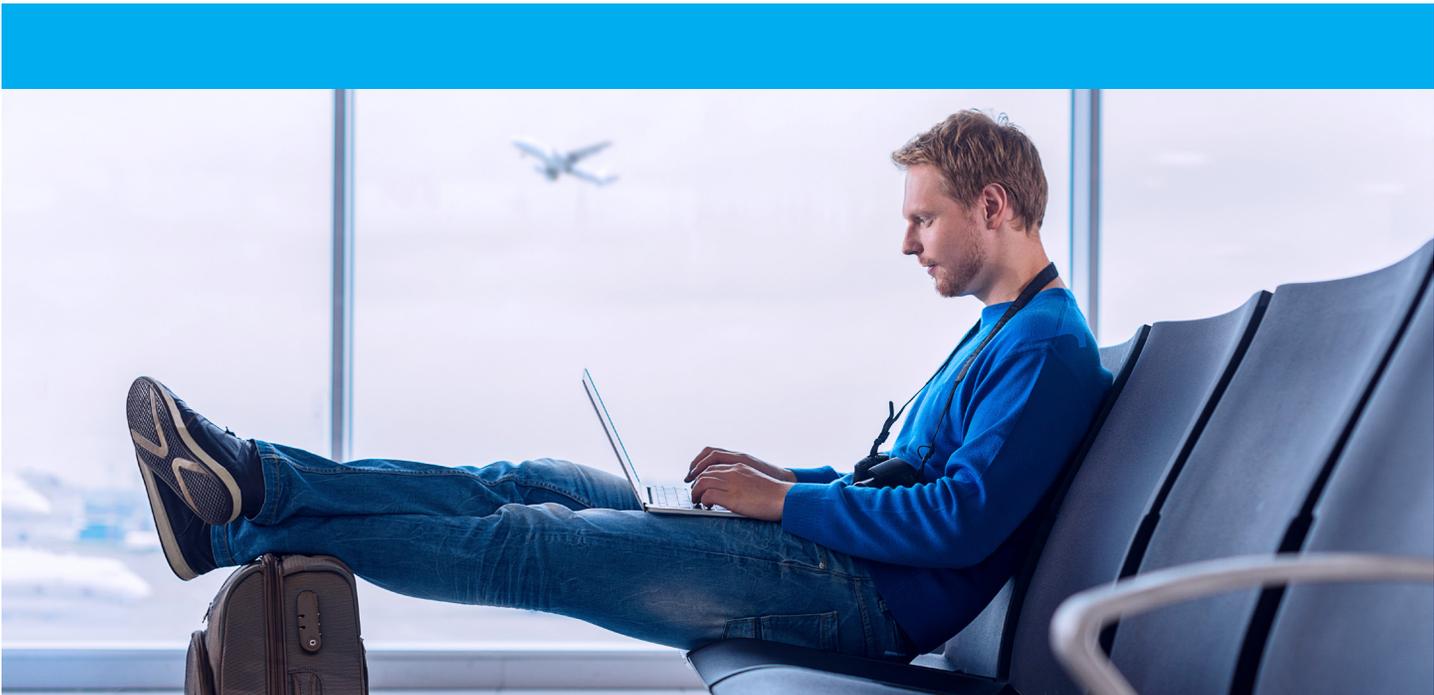
Says Jean-Louis Cambert, "A few months ago, we launched a marketing campaign through a high-profile channel offering a free cruise. We were aware this campaign would impact our website's traffic, so we turned to Cogeco Peer 1 to support us in putting the proper infrastructure in place. It was the right decision. Our traffic from the campaign turned out to be 12 times higher than we had expected."

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## WHY NOT PUT COGECO PEER 1 TO WORK FOR YOU?

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[www.cogecopeer1.com](http://www.cogecopeer1.com)

## ABOUT COGECO PEER 1

Cogeco Peer 1 is a wholly owned subsidiary of Cogeco Communications Inc. (TSX:CCA) and is a global provider of essential business-to-business products and services, such as colocation, network connectivity, hosting, cloud and managed services that allow customers across Canada, Mexico, the United States and Western Europe to focus on their core business. With 16 data centers, extensive [FastFiber Network®](#) and more than 50 points of presence in North America and Europe combined, Cogeco Peer 1 is a trusted partner to businesses small, medium and large, providing the ability to access, move, manage and store mission-critical data worldwide, backed by superior customer support.