

## International Cruise Excursions Keeping Pace with Demand Thanks to AT T Cloud Services

Written by Australian Business

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PHOENIX, Jan. 21, 2014 /PRNewswire/ -- International Cruise & Excursions (ICE), a global travel and leisure company that provides innovative cruise and travel programs, is keeping pace with strong demand and better serving customers with [AT&T](#) \* Cloud Services.

ICE handles a large volume of inquiries for its customers – 1.2 million inquiries in an average month and more during peak season. ICE can scale to meet the increased demands with [AT&T Synaptic Compute-as-a-Service](#) with [VMWare vCloud® Datacenter Service](#). The solution enables ICE to improve customer satisfaction by enabling ICE representatives to quickly respond to worldwide travel reservation requests.

"AT&T's cloud is simple to use," said Rob Curtis, Executive Director of Information Technology at ICE. "We load the computing capacity we need. There's no wasted investment in unused server capacity."

ICE uses [AT&T Cloud Services](#) to support its web site and enhance delivery of information and services to its travel industry partners and customers. ICE accesses the amount of computing power needed, when it's needed, via the AT&T Cloud Solutions portal.

"The volume of reservation requests varies throughout the year, and we need to respond quickly to these changes by re-routing traffic, adding agents and expanding data processing capacity," Curtis said. "AT&T provides us the technology in order to meet our ever-growing and changing demands."

For additional information on AT&T and International Cruise and Excursions, please see the [ca](#)

[se study](#)  
and  
[video](#)

## About ICE

International Cruise & Excursions, Inc. (ICE) is a worldwide travel and leisure organization with a global network of innovative travel alliances including top corporations, resorts, cruise lines, and leisure travel providers. ICE provides innovative cruise and travel programs, unique membership reward and loyalty programs, as well as cruise and vacation fulfillment services to major corporate brands serving more than 55 million consumers worldwide. Enjoying 16 years of tremendous growth and a legacy of successful industry innovation, ICE continues to raise the bar in creative marketing solutions, client services and passionate performance within the travel industry. Visit [www.iceenterprise.com](http://www.iceenterprise.com) for more information.

## About AT&T

AT&T Inc. (NYSE: [T](#)) is a premier communications holding company and [one of the most honored companies in the world](#)

. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States

and internationally. With a powerful array of network resources that includes the nation's most reliable 4G LTE network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV service with the AT&T U-verse

®

brand. The company's suite of IP-based business communications services is one of the most advanced in the world.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com/aboutus> or follow our news on Twitter at @ATT, on Facebook at <http://www.facebook.com/att>

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4G LTE speed claim based on national carriers' average 4G LTE download speeds. Reliability claim based on data transfer completion rates on nationwide 4G LTE networks. 4G LTE availability varies.

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