

# Spirit Airlines flies high with HP

Success story

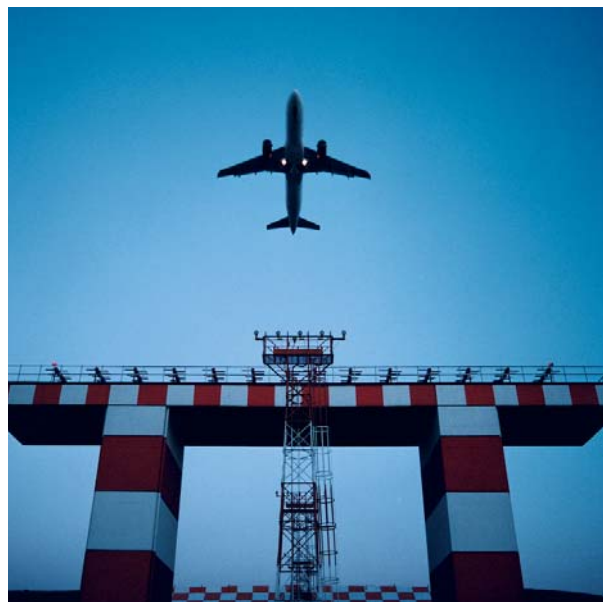


"From the time customers make a reservation through our Web site to the moment they touch down at their destination, Spirit Airlines service is delivered through HP technology."

– Dan Piec, Director, MIS Operations,  
Spirit Airlines



**CPT** of South Florida, Inc.  
*Connecting People and Technology*



### **Business need**

Transition to new airline reservation system with minimal down-time and without overextending IT budget. Move must be accomplished with an emphasis on ease of installation, speed and reliability.

### **Solution overview**

Even during an exceptionally troubled period for the airline industry, low cost carriers have shown tremendous growth. In fact, low-cost carriers now account for nearly 30 percent of U.S. domestic capacity. Among the leaders in low-fare travel is Florida-based Spirit Airlines. From the company's inception, Spirit Airlines has insisted on providing customers with the lowest fares possible. In order to accomplish that goal, Spirit Airlines takes a no-nonsense approach to travel, focused on streamlined operations, to ensure that savings are passed on to customers through lower fares.

As with all low-cost carriers, one of the crucial elements fueling Spirit Airlines' success has been its ability to remain agile within an ever-changing environment. Of necessity, it's a business built upon adaptability – one that can react efficiently based on customer demand, as well as one that can adjust quickly to new business needs.

### **HP flexibility "driving factor"**

Spirit Airlines currently has 43 HP ProLiant servers online delivering technology, integration and support to help manage the cost of change. Supporting both Spirit's departure control and new reservations systems, the equipment includes a mix of model DL360, DL380, DL580, DL760, ML320, ML350, ML370 and ML570 ProLiant hardware. Software running on the servers ranges from Microsoft Windows NT 4.0, Microsoft Windows Server 2000, Microsoft Windows Server 2003, Red Hat Linux, and OpenServer from SCO.

Other HP equipment at Spirit includes HP ProCurve Routing Switches to deliver scalable and highly available networks, and a variety of HP laser printers.

Spirit has decided to lease its HP technology, making a smart investment even smarter.

### **HP Financial Services – Meeting business needs through flexible financing services**

A key factor to Spirit's business agility is effective IT cost management. Not surprisingly, decision-makers at Spirit are under pressure to maximize the return on their IT investments. They are equally concerned about investing in technology that may not meet their future needs. In order to balance between optimum benefit from their IT solutions and minimized risk/reduced cost, Spirit chose to lease its HP equipment through HP Financial Services (HPFS).

"Leasing the equipment through HPFS enables Spirit to match IT costs with the revenue generated by the new reservation system," notes Dan Piec, Director of MIS Operations for Spirit Airlines. "That's a big business

plus for us and one of the main reasons we lease... to help us budget.

"We could have spent the money up-front if necessary," adds Piec. "But we really appreciated HPFS' flexibility with financing to make the purchase easier for us. Not every financing company would have done the same – especially for someone in our business."

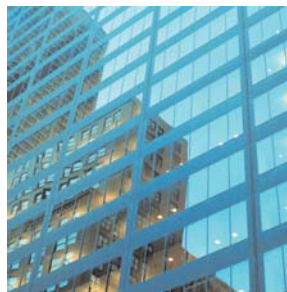
HP solutions and services are now helping to ensure this low-fare airline continues to serve the needs of its customers. Spirit Airlines was already using HP for its departure control systems and, when it was time to explore upgrading to a new reservation system, the carrier naturally looked again at Hewlett-Packard equipment. "We were already moving to becoming an all-HP shop," says Piec. "Service is a key for our keeping customers satisfied. And we need that same commitment from our technology provider. We knew that HP would deliver for us."



### **"Connecting People & Technology" – CPT of South Florida**

The reason behind Spirit's confidence in HP was largely due to the airline's long-term relationship with CPT of South Florida, one of the top system integrators in the United States. CPT's systems engineers and project leaders bring an invaluable depth of experience – with solutions involvement in dozens of industries – together with certification from top network technology providers such as Hewlett-Packard to CPT clients.

An airline's reservation system is probably one of the most time and mission-critical elements of its IT infrastructure. Any downtime comes at tremendous cost. Spirit Airlines chose HP ProLiant systems to ensure that their passengers were able to book their flight needs, 24 hours a day, 365 days a year. Reliability had become a major issue after Spirit encountered problems with systems supplied by another vendor. In response, Piec contacted CPT with an urgent request.



"Essentially, what I asked from CPT were two fully-configured servers installed within two days," Piec notes. "And that was on a Friday."

"Dan and Spirit know that if they ask and if it's possible – and even when it's not – we'll deliver," laughs TJ Spohn, Vice President of CPT of South Florida. "They're great people to work with, we have an excellent relationship with them, and we were happy to help them out."

As Piec anticipated, Spohn and CPT came through on deadline with two Proliant servers running Red Hat Linux 7.3 and Microsoft Windows Server 2003. During the transition to the new reservation system powered by HP, Spirit Airlines experienced minimal downtime – which in turn minimized the potential for lost revenue.

"We're truly pleased with both CPT and HP," says Piec. "As usual, they stepped up to the plate for us. The equipment is great, but HP Services and the flexibility HPFS has shown have been the other driving factors to our consolidating on HP hardware."

#### **Leasing gives Spirit needed agility**

HP Services provide Spirit with expert extended warranty support to help keep availability, productivity, and ROI on their HP equipment high and total ownership costs low – a critical factor in a business where every dollar spent impacts the bottom line.

And as noted earlier, a flexible leasing strategy provided by HP Financial Services delivered a strategic financial solution that helped to wrap the entire solution of hardware, software, and services together into a monthly payment.

"HP Financial Services gave us room to breathe," as Dan Piec says. "We're so pleased with the agility provided by leasing that we're expecting to lease our future HP purchases through them."

#### **About Spirit Airlines**

Founded in 1990, Fort Lauderdale-based Spirit Airlines is the largest privately-held airline in the U.S., bringing low fares and friendly service to 17 cities, including: Atlantic City, N.J.; Cancun, Mexico; Chicago/O'Hare; Detroit; Las Vegas; Los Angeles; Myrtle Beach, S.C.; New York/LaGuardia; Providence (starting October 28); San Juan, Puerto Rico; Santo Domingo, Dominican Republic (starting November 18), Washington, D.C./Reagan National; and the Florida cities of Fort Lauderdale, Fort Myers, Orlando and Tampa, with seasonal service to West Palm Beach. Spirit was recently granted authority to fly to 11 Caribbean destinations.

In March 2004, Spirit announced an investment of \$125 million from Oaktree Capital Management and will add 35 new Airbus A320 aircraft to its fleet beginning in October 2004, with options for 50 more. In the past five years, Spirit has doubled its revenues to \$450 million, and in 2003 Spirit had the second highest load factor of any U.S. airline.

In addition to comfortable Coach class service, Spirit offers Spirit Plus, a low-cost business class with 2-by-2 leather seating, complimentary cocktails and snacks. For more information, fares, schedules and reservations visit [www.spiritair.com](http://www.spiritair.com) or call 1-800-772-7117 (en Español, 1-800-756-7117).

#### **Who we are**

HP Financial Services delivers a total "acquire-to-retain" suite of offerings that simplifies the entire IT financial lifecycle management process – from flexible acquisition alternatives to TCO-reducing asset management services to value-maximizing end-of-life solutions. As a wholly owned subsidiary of HP, Hewlett-Packard Financial Services Company is unmatched in the world, for both the capability and flexibility to deliver financial services that work the way you want to work, worldwide.

---

## Challenge

---

- Transition to new reservation system
  - Find flexible financing strategy
  - Consolidate IT equipment
  - Conserve capital
  - Minimal downtime
  - System reliability key factor
- 

## Hardware

---

- HP ProLiant servers, including models DL360, DL380, DL580, DL760, ML320, ML350, ML370 and ML570.
  - HP K570 server.
  - HP Modular Smart Array 30 storage enclosure.
  - HP StorageWorks Modular Smart Array 1000.
  - HP ProCurve switches.
  - HP laser printers.
- 

## Software

---

- Microsoft Windows NT 4.0
  - Microsoft Windows Server 2000
  - Microsoft Windows Server 2003
  - Red Hat Linux
  - SCO OpenServer
- 

## HP Solution

---

- HP Financial Services
  - HP Care Pack Services
- 

---

For more information on how working with HP can benefit you, contact your local HP Financial Services representative, or find us on the web at [www.hp.com/go/hpfinancialservices](http://www.hp.com/go/hpfinancialservices).