CASE STUDY

SEERA GROUP HOLDING, RIYADH:

JOURNEY INTO THE FUTURE

With a Smart Modular Data Centre Datwyler is supporting the travel and tourism company Seera in modernising its IT infrastructure.

Intelligent data centres are playing an increasingly important role in the age of digital transformation. This is because organisations can use it to efficiently manage and process large amounts of information. Seera Group Holding, based in Riyadh, is one of the companies taking this development into account.

Seera is a leading travel and tourism company in Saudi Arabia. For its growing customer base, Seera, with its strong presence in the Middle East, has been one of the top addresses for innovative travel offers for years.

In order to meet the demands of the increasingly digital world, Seera has found the right partner in Datwyler. The collaboration led to the successful commissioning of a state-of-the-art data centre and a powerful structured cabling solution in May 2022.

A strategic decision

Seera's growth and expansion over the past few years has been driven by the company's willingness to leverage technological advances and digital solutions to maintain a leadership position in the dynamic travel and tourism market. The aim was to further improve not only the offerings and customer experience but also operational efficiency. For this reason the group made the strategic decision to modernise its IT infrastructure.

Modular, scalable solution

Together with Datwyler, those responsible at Seera have defined a solution that meets all of the company's requirements. After planning and design, Datwyler supported the Seera team with advice and support right through to project execution.

For the data centre at the headquarters in Riyadh, the choice fell on a Smart Modular Data Centre (SMDC), an integrated solution that includes racks, power, cooling, fire suppression, physical security, monitoring (software) and pre-terminated cabling. The modular design of this solution allows the operator to easily scale the IT infrastructure as needed without increasing costs.

10 gigabit network

The new communications network offers capacities for transmission speeds of up to 10 gigabits per second. It consists of more than 1000 data connection points throughout the building. This installation was also carefully planned in advance and carried out in compliance with strict quality standards. In conjunction with the new data centre, the company now has future-proof structured premises cabling, which means it is well prepared for further technological developments.

"The implementation of Datwyler's Smart Modular Data Centre at the headquarters is a game-changer for our company," say Sultan Al Sultan and Mansour Abu Zaid,

the heads of Seera's IT infrastructure team. "The seamless integration of this cutting-edge technology has not only increased the performance and security of our infrastructure, but also given us the flexibility to adapt it as needed in the future. We are very satisfied with the work of the Datwyler team and the tangible results."

"The successful collaboration has led to an innovative result that drives the digital transformation at Seera and shows how modern data centres are designed and deployed today," explains Asem Shadid, Managing Director of Datwyler Middle East. "The new IT infrastructure solution is flexible and scalable and will support Seera on its way into the future."

(April 2024)