CASE STUDY

Skyscanner
Travel Search Engine Meets Government Standards and Improves Service Performance and Availability in China

ChinaCache At a Glance
Year Founded | 1998
Headquarters | Beijing
NASDAQ Listing | CCIH
Global PoPs | 500+
In Country Delivery | 100%
24/7 Bilingual Support

Key Results
✓ Accommodated skyrocketing traffic from China
✓ Helped SkyScanner overcome local peering issues and conform to governmental regulations
✓ 33% higher performance
✓ 100% availability
✓ Establish consistent website delivery across multiple platforms
**Skyscanner** is a search engine that allows users to browse for flights, hotels and cars based on price and location. Additional tools allow users to compare flight prices of any given route over a month period or the price of weekend flights from any given city. Headquartered in Scotland, United Kingdom, the company offers flight services in more than 30 languages including Chinese, Russian, Portuguese, Polish, Spanish, and Japanese.

Since 2012, Skyscanner has hosted a Website in China (www.tianxun.cn) that allows Chinese customers to find and book airline reservations. Today, the APAC region accounts for a rapidly growing proportion of Skyscanner’s business. The number of visitors to Skyscanner’s site in China has grown tenfold over the past three years, and 20% of all visitors now come from the region.

In the wake of this skyrocketing growth, Skyscanner recently acquired Chinese metasearch company Youbibi. The acquisition will provide Chinese travellers with one place to search for all their travel needs, bringing together Youbibi’s mainland China expertise with Skyscanner’s comprehensive coverage of international flights. This acquisition takes Skyscanner from being an international travel specialist in China to a truly global travel provider for Chinese nationals, domestically and internationally.

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**The Challenge:**
Meet Content Standards and Improve Performance and Availability

When Skyscanner first attempted to bring its services to Chinese customers, it faced several important challenges. First, the company was having difficulty ensuring that its content complied with Beijing’s strict standards.

Availability and latency were additional concerns. Skyscanner had been using a content delivery network in an attempt to speed performance and improve availability, but the site remained slow. Because the CDN did not have a presence in China, content delivery depended on local ISPs. Lack of peering among these ISPs meant that traffic couldn’t be rerouted if it backed up during busy times, leading to poor availability and further delays.

In addition, users switching between fixed-line and mobile devices saw inconsistent performance.

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**The Solution:**
Delivering the Right Content with Excellent Performance

With ChinaCache, Skyscanner has been able to meet the content standards of government regulators and the performance and availability standards of its customers.

ChinaCache provided consulting services to help Skyscanner troubleshoot the types of content that could trigger the Great Firewall and to help it work with the government to either remove the content or create an acceptable workaround.

Skyscanner was also able to improve performance and availability with help from ChinaCache. ChinaCache uses its own backbone to connect all local ISPs and enable peering. This backbone eliminates bottlenecks within China and speeds performance. >>
In addition, more than 400 nodes throughout China deliver pages and files from edge servers located near the end user. These nodes reduce latency and provide acceleration for interactive queries that must communicate directly with an origin server. For static content, these nodes also provide static caching to further speed delivery. Cache rule optimization delivers the highest availability and the lowest latency.

Acceleration for mobile users means ChinaCache is a one-stop-shop that supports users on all types of devices. ChinaCache has connections to mobile carriers such as China Telecom, China Unicom and smaller carriers like China Mobile. ChinaCache can accelerate the website for users of tablets and mobile as well as desktop users and offer compression to ensure it all works on every type of device.

ChinaCache services help Skyscanner sites operate effectively as well. Monitoring services evaluate whether the site is running properly, and if a problem arises, ChinaCache will troubleshoot to determine the cause so that it can be fixed promptly.

As Skyscanner’s growth continues to soar, ChinaCache will continue to help it address government requirements and meet the needs of its customers.

About ChinaCache

ChinaCache (NASDAQ: CCIH) is one of the world’s leading providers of professional content delivery network services. We have served many clients in various industries including large and small business enterprises, luxury brands, e-commerce retailers, financial institutions, online gaming and media companies. Established in Beijing in 1998, we have built and operated a high-powered global data network to overcome very specific challenges associated with the delivery of content into China. We also strongly believe in providing our customers with the best possible support and focus to help them grow their businesses overseas.

About Skyscanner

Skyscanner is a global search engine that enables people to find comparisons for flights, hotels and car hire. The service is free to users and directs customers to the airline, hotel, car hire provider or travel agency to complete the booking process. The site is multilingual, offering flight searches in over 30 languages including Chinese, Russian, Portuguese, Polish, Spanish and Japanese. In addition to its flight search engine technology, Skyscanner also features regular news items from the travel and flight industry as well as travel tips for consumers. Skyscanner is headquartered in Edinburgh, Scotland, along with a presence in Asia and plans for expansion into the United States.