



## Background & Vision

The Enjoy Group was founded in 1993 in the city of Zhengzhou, China as a national transportation hub, and has grown to become a highly diversified group of companies, operating in the commerce, real estate, culture and tourism, property services, finance, hotel, education, and energy sectors. The Enjoy International Tourism Resort, built by Enjoy Group, covers an area of 26,000 square meters and has attracted investment totaling 56 billion yuan, approximately US\$8.4 million. The resort is a major part of Enjoy Group's strategic vision for the future.

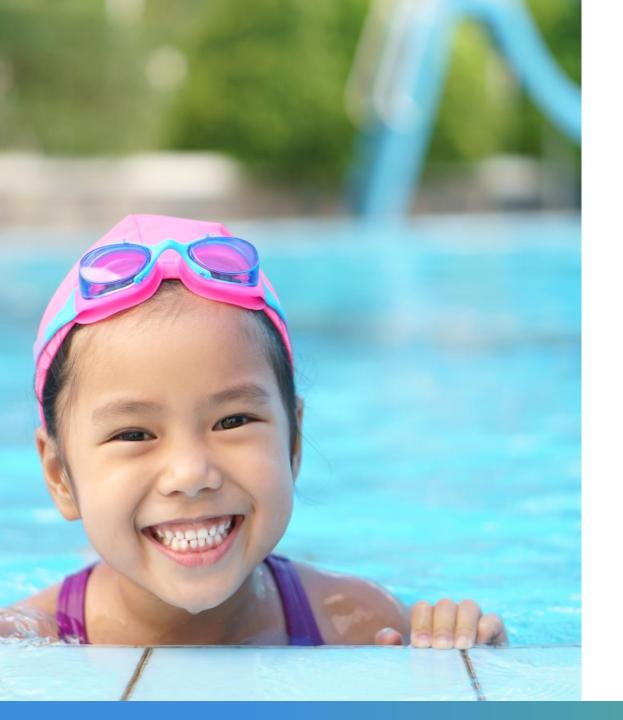


#### Challenge

In the region of Henan, China, Enjoy International Tourism Resort is well known for its four EnjoyLand amusement parks and two theme hotels, which include rides, restaurants, bars, and more. Delivering a high-quality experience for every guest is a key goal for the group.

As operations grew, so too did pressure on the Enjoy International Tourism Resort's IT infrastructure. Previously, the group relied on disparate server and storage systems to run more than 300 information terminals and business subsystems. The back-end storage load often came under strain during peak hours and system access speed was slow. And without a disaster recovery (DR) infrastructure in place, any unexpected downtime had the potential for severe business disruption and data loss, costing millions in lost revenue.





### **Building a platform for insight.**

Today, the group hosts all its core business systems on the Lenovo platform, including its solutions for ticketing, bookings, hotel, and office management. Unprecedented availability, reliability, and performance ensure that operations run smoothly.

Furthermore, the Lenovo ThinkSystem servers and storage offer headroom for new data mining and analytics workloads—empowering the group to explore innovative ways to harness its data to enhance the visitor experience.



#### Results

Thanks to the Lenovo ThinkSystem DM Series storage and NetApp ONTAP data management software, Enjoy International Tourism Resort has removed data siloes and empowered its teams to unlock the value of its data.

Enjoy International Tourism Resort is currently building a data lake that will enable timely, accurate insights across all business units. As well as helping the group to better predict and manage visitor flows, the new capabilities will ultimately enable a 360-degree view of every customer interaction with Enjoy International Tourism Resort's brands. By gaining fine-grained insights into customer histories, the organization is confident that it will be able to boost the effectiveness of its marketing campaigns, and deliver even more personalized guest experiences tailored to each visitor's unique needs and preferences.

- Supports over 300 information terminals and business subsystems across the Enjoy International Tourism Resort group
- Enables real-time analytics insights for faster, betterinformed strategic decisionmaking
- Offers rapid failover to a secondary site in the event of a disaster recovery scenario

"Our digital transformation initiative is just beginning, and we have no doubt that Lenovo solutions and services will be a key enabler of the next five years of our roadmap."

**Chen Mingqiang,** CTO, Enjoy International Tourism Resort

# What will you do with server and storage solutions?

When you find the right strategy for your business and go from data center, to Data-Centered, your team can do more than ever before.

**Explore Data Center Solutions** 

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