

BookIt.com® Selects IO.Anywhere® to Support Growing Online Travel Services - IO



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IO, the leading provider of next-generation **modular data center technology** and services, announced today that it has been awarded a contract with BookIt.com®, a premier online travel company dedicated to providing travelers with the most intuitive online booking experience. The internet continues to be the most prevalent tool for researching and booking travel.

"We understand the value of incorporating technology to optimize business. Our very livelihood depends on it, especially now as travelers spend a significant amount of time researching travel to find the best deals, we need a data center that allows us the flexibility to grow quickly," said Iain Saxton – VP Technology at BookIt.com. "IO.Anywhere delivers a rapidly scalable, always-on technology solution that traditional colocation providers just don't measure up to in both price and performance."

As part of the agreement, IO will provide BookIt.com with Data Center as a Service (DCaaS™) at **IO Phoenix**, delivered through its modular technology platform IO.Anywhere.

BookIt.com enables users to plan and book travel products including hotel, cruise, airline and vacation packages. Incorporating factors such as their patented FROM® Technology which offers relevant personalized offers, including monthly pricing calendars, user ratings, rich content and lots of unique prices, The BookIt.com® search feature generates and displays deals instantly based on your location.

About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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