



Delivering outstanding visitor experiences.

How the **Enjoy International Tourism Resort** uses Lenovo ThinkSystem solutions to ensure an exceptional experience for every guest.

Lenovo Infrastructure Solutions
for The Data-Centered

Lenovo

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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.

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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.

An aerial photograph of a resort pool area. A long wooden bridge spans across a section of the pool. The pool is surrounded by lounge chairs, umbrellas, and palm trees. The water is a vibrant blue, and the surrounding area is a mix of sand and greenery.

Why Lenovo? High performance and maximum availability.

To solve these challenges, Enjoy International Tourism Resort selected Lenovo to deliver a future-ready infrastructure platform. The new solution comprises Lenovo ThinkSystem SR950 servers, which can support up to eight Intel Xeon Platinum processors and up to 24 TB of memory. The servers are connected to Lenovo ThinkSystem DM5000H Unified Hybrid Storage Arrays, with business data replicated and backed up to Lenovo ThinkSystem DM3000H Unified Hybrid Storage Arrays.

Deployed as an active/active cluster with asynchronous data replication from Veeam Backup & Replication, the solution enables the group to dynamically fail over to a disaster recovery site located 60 kilometers away in the event an outage at its primary data center. This ensures high availability of business data in three data centers across two geographically dispersed locations.



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.

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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, better-informed strategic decision-making

✓ 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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