

Case Study



WYNSORS
WORLD OF SHOES



About Wynsors World of Shoes

Since 1956 Wynsors World of Shoes has grown from a handful of shops and market stalls into a chain of over 40 stores selling over 4 million pairs of shoes each year.

Project Overview

The Challenge

Due to growth in online business, Wynsors World of shoes needed reassurance that the website - their biggest store - could cope with increased traffic from their TV advertising campaigns

Solution

An e-commerce solution for their retail website, comprising of three managed servers

Business Value

Minimising any potential downtime and ensuring no business is lost

I was very impressed by the personal, expert guidance supplied by Zen while we built our solution. Having used many hardware and software service providers in the past, Zen stands out because of their personal but professional approach.

Michael Lomas
Wynsors World of Shoes

That's Zen thinking

An e-commerce solution enables Wynsors World of Shoes to stay 'a foot above the rest'

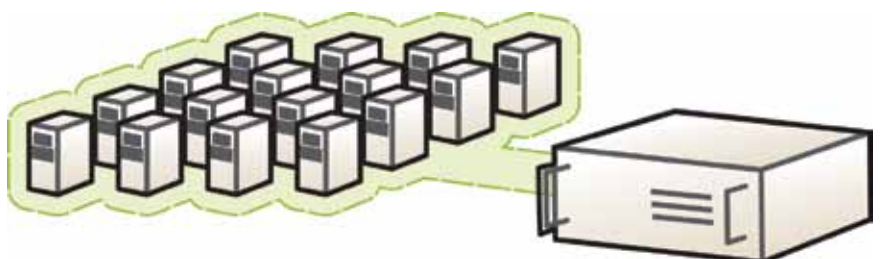
The Challenge

Prior to working with Zen Internet, Wynsors World of Shoes suffered from regular downtime and outages at critical times, along with low levels of support from their existing Internet supplier. They previously hosted their site on unmanaged Linux servers but were frequently let down by their existing provider with hardware faults and general support. Additionally they had no means to load test and ensure their site could withstand traffic spikes stemming from TV advertising campaigns.

The site was unstable and unreliable under load. Hardware issues would typically take up to 24 hours to resolve, costing the business money through lost trade and damaged reputation.

Wynsors World of Shoes turned to long established Zen Partner, NCS Support Services for assistance in streamlining their IT system. Since moving the website, the service has been considerably more reliable and the website has subsequently grown to become the company's biggest store.

NCS Support Services, based in Rossendale, Lancashire, have specialised in providing business IT solutions to small and medium sized companies throughout the North West since 1994.



The Solution

The key requirements for Wynsors World of Shoes was reliability, 24/7 access to the web content and increased server maintenance. They also required a partner that could provide a complete range of support services which included: solution design, full server configuration and the scheduling and managing of data backups.

After a detailed consultation, Zen were able to offer a complete e-commerce solution for the retail website, comprising of an upgrade from two managed servers to three managed servers (2 x Web and 1 x Database). Zen helped to load test the solution, providing suggestions on how to increase performance and resilience, following the exponential growth of the site since 2007. Zen also implemented a load balancing platform for the site using multiple servers to cope with the high volume of traffic.

“Since going live in 2007, our website has grown exponentially, to the point where the web is now our biggest store. The service we have received from Zen Internet has been instrumental in this success, working with us to achieve a vast increase in site performance, stability under traffic spikes from our TV campaigns, and almost completely eliminating downtime.”

Michael Lomas, Wynsors World of Shoes

The Benefits

Due to growth in online business, Wynsors World of Shoes needed the assurance that their biggest source of revenue could scale and cope with the anticipated future demand, starting with the immediate rush at Christmas in 2010. By upgrading to 2 front end web servers, the focus was on minimising any potential downtime, ensuring no business was lost. Wynsors World of Shoes enjoyed record traffic levels in the lead up to Christmas and the site stayed stable throughout that time.

The site is now able to cope with the considerable traffic spikes that any TV advertising campaigns creates. This in addition to the high volume of 'regular' traffic they receive has allowed the site to surpass all of the 'bricks and mortar' stores in terms of turnover.

Virtually zero downtime and hardware issues are dealt with proactively. Our servers have never gone down unexpectedly due to hardware failure. High traffic volumes no longer affect the speed/performance of the site

Zen Internet

Zen Internet, an independent Internet Service Provider (ISP), has been delivering services to business and residential users in the UK since 1995.

Led by founder and Managing Director Richard Tang, Zen's mission is to provide the best ISP service in the UK and is committed to investing in the latest technologies and providing high levels of service, support and reliability.

Zen's Portfolio

Whether you want a fast, reliable Internet connection, want to build an online presence, or need a server to provide hosted applications, we can help. Our portfolio includes:

Our Portfolio includes:

- Broadband
- Leased Lines & Ethernet
- IP VPN
- Voice
- Managed Firewalls
- Domain Names
- Web Hosting
- Managed Hosting
- Managed Server Virtualisation
- Dedicated Servers
- Colocation
- Data Backup



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