

## European Bookseller



### An European Bookseller optimizes performance of website with project of Dimension Data

Company bet in service of monitoring to become even more competitive in the market for e-commerce.



#### Industry

Bookseller

#### Region

Americas - Brazil

#### Challenge

Optimize website performance

#### Solution

Webfeel

#### Executive Summary

To offer its customers a wider selection of books, discs, technologies and services. This is the main goal of one of the biggest European bookseller. To become even more competitive in the Brazilian market at the end of 2007, the Bookseller invested in a project developed by Dimension Data - world leader in the provision and management of services and solutions to the IT infrastructure - to monitor the performance of applications and the availability of its website.

#### Benefits

- ▲ The service checks the availability of applications of the company's website
- ▲ Detect faults and problems.
- ▲ Webfeel controlling the time of access and generating alarms when the maximum time is reached

#### Client Overview

Founded in Europe, the company operates also in Asia, Americas. In Brazil for almost 10 years, with seven shops in Sao Paulo, Campinas, Rio de Janeiro, Curitiba and Brasilia.

#### The Challenge

Always careful to the level of satisfaction of their customers, the Bookseller established weight limits for links to make navigation faster. If any application exceeds the established level, the webfeel sends alerts to a team of IT of the company informing not only the surplus, as well as suggestions to solve the problem.

#### Solution Supplied

The Company has the webfeel - set of services to companies that have focused on the Internet as strategy as a channel for interaction with customers, suppliers or employees. The webfeel checks the availability of Web sites, collecting data on the pages, in its entirety online transactions, detecting faults and problems that may affect the perception of the user or the completion of a business. Furthermore, the

solution also manages the performance of applications controlling the time of access and generating alarms when the maximum time is reached.

### The Benefits

"The service offered by Dimension Data constantly checks the availability of applications of the company's website. This allows anticipate any problems, ensuring that all available information on the page is viewed in correct manner, without distortions or failures of loading", says the Bookseller's manager.

He emerges as this has direct impact on the business of the Bookseller. "We know that the slowness or unavailability of a service is a crucial factor for a business that operates 24 hours a day, such as business web. It can directly influence results on sales and on the loyalty and customer satisfaction", ends.

"When we launch a banner of a promotion, for example, by being an art more attractive and drafted, most of the time is consumed a load of high weight, extrapolating the limit ideal to keep the performance of the processes. The webfeel detects immediately how much has been overcome so we can redo the banner or reduce the weight of other links, leveraging the performance of the website", exemplifies the manager.

Besides raising information on the weights of the links, the service sends warnings about possible website unavailability. "We are communicated via e-mail, the exact time the site came out of the air. The professionals of Dimension Data also identify the cause of the fall thus gain time to solve the problem, making faster our decision-making."