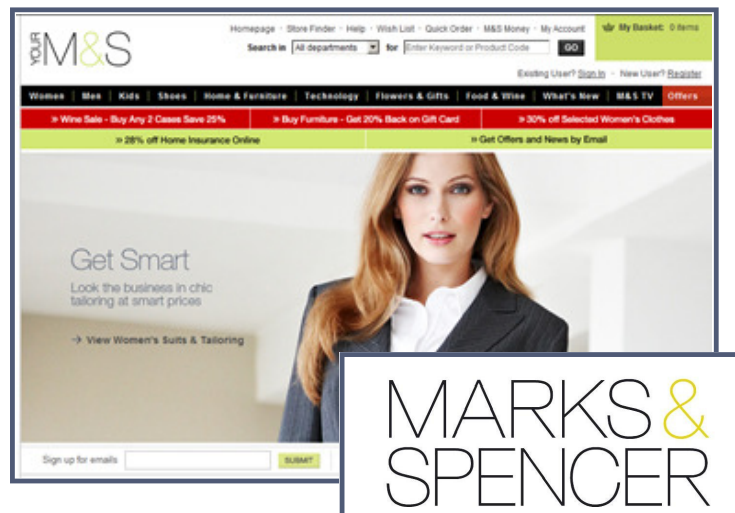




# jetNEXUS Case Study

## MARKS & SPENCER



### jetNEXUS Accelerates Web pages for M&S Website

M&S wanted to improve the speed at which pages download on customers' internet browsers so it turned to the jetNEXUS Web Accelerator, which optimises web pages.

Since implementing the appliance, M&S has benefited from a reduction of 60% in bandwidth consumption and a 30% decrease in the time taken to download a Web page

### jetNEXUS Web Accelerator

- 60% bandwidth reduction
- 30% reduction in download times
- Improved online user experience
- Additional capacity at no extra cost



By using jetNEXUS Web Accelerator to optimise its website, Marks & Spencer has benefitted from a 60% reduction in bandwidth consumption and 30% decrease in download times.

#### Company

Marks & Spencer

#### Industry

Retail

#### Challenges

- Reduce download times
- Increase capacity
- Optimise online experience
- Cut bandwidth consumption

#### Solution

jetNEXUS Web Accelerator

#### Benefits

- 60% reduction in bandwidth consumption
- Six-second reduction in page download times
- Improved customer service
- Increase capacity without additional servers
- Simple deployment with instant results

#### Here's the Full Story - M&S Extend Brand Online

Marks & Spencer (M&S) is as British an institution on the UK high street as roast beef is on the dinner table as Sunday lunchtime. From its humble origins more than 100 years' ago, the retailer has increased its UK stores to 390, expanded overseas and employs more than 70,000 people globally.

In common with most bricks and mortar retailers, M&S extended its brand online when it created its website, [www.marksandspencer.com](http://www.marksandspencer.com) in 1999. According to M&S, this receives a "substantial" number of visitors each day. The same ecommerce application is also used to process customer orders for flowers and food, for example—across its 390 stores.

#### Fulfilling Customer Expectations - A Quality Shopping Experience

High quality standards are central to M&S vision, so it is little wonder that the retailer regularly performs due diligence on its website and makes improvements where it deems necessary. In particular, M&S was keen to improve the time taken for customers to download Web pages. "We wanted to put as much information as possible on the site," explains Keith Waldron, designer at M&S. "But to prevent this from impacting the quality of the shopping experience, we needed to reduce page download times."

To optimise the performance of its website, M&S turned to jetNEXUS, a leading supplier of Web optimisation tools. M&S was particularly impressed by the platform agnostic approach the jetNEXUS Web Accelerator appliance offered, which meant it would not require complex and costly integration with M&S' existing infrastructure.

"Other vendors' products required us to adapt our ecommerce application and we were unsure what impact that might have on our existing software products," says Waldron.

#### jetNEXUS Web Accelerator - Market Leading Web Optimisation Tool

A further advantage jetNEXUS had over other devices was its ability to recognise the type of Internet browser used by customers. "One of the problems we had seen with other products was that they compressed everything, whereas the jetNEXUS product adjusts compression according to the capabilities of the customer's browser. But, points out Waldron, "It is no good compressing something an old browser cannot decompress at the other end."

Consequently, most of the competitive products did not even make it off the starting blocks. What clinched the partnership for M&S was jetNEXUS team's commitment to its products, demonstrated by the company's willingness to create a proof-of-concept, which was presented to M&S in November 2003.

#### Two Benefits for the Price of One Device

It was at this point that M&S realised jetNEXUS Web Accelerator not only boosted the performance of its website, but also significantly increased bandwidth capacity. This created a second opportunity for M&S to use the device to improve the efficiency of its ecommerce

“We wanted to put as much information as possible on the site, but to prevent this from impacting the quality of the shopping experience, we needed to reduce page download times.”

Keith Waldron |  
Designer |  
Marks & Spencer

“We have seen a six second reduction in the time taken to download a page, this is equivalent to a 30% decrease in page download time.”

Keith Waldron |  
Designer |  
Marks & Spencer

application internally for staff as well. By applying jetNEXUS Web Accelerator to speed up the process of taking customer orders in store, staff would be able to provide customers with better services. “It also meant we could effectively increase traffic on the site without needing larger network capacity,” explains Waldron.

#### Implementation is a Breeze With jetNEXUS Support Team

The jetNEXUS team began rolling out the device to the retailer’s testing environment in February 2004. Two months later and the appliance went live across its network. According to Waldron, the jetNEXUS team were an excellent source of help and knowledge throughout the rollout. They were also willing to co-operate closely with third parties, since the implementation involved not only M&S, but also Cable & Wireless, M&S’ IT outsourcing provider.

“jetNEXUS technical team were very helpful in solving issues around the implementation,” reveals Waldron. “They also highlighted shortcomings in our environment, which demonstrated that they not only knew their own product extremely well, but also the wider IT infrastructure they were installing jetNEXUS into.”

The rollout only encountered a few hiccups, largely due to the complex multi-vendor IT environment at M&S. In these instances jetNEXUS Accelerator continued to demonstrate its worth. “One of the nice things about the appliance is that it can be switched on and off without any instant changes,” explains Waldron. “This meant that we could take it out of the equation when we were experiencing issues in other application areas.”

#### Delivering Significant Benefits to Customers & Staff

jetNEXUS’ dual abilities to optimise the speed at which pages download from M&S’ website and reduce the bandwidth capacity used by its ecommerce application, had helped the retailer achieve multiple benefits since the implementation went live.

“This has enhanced the ‘customer journey’ and encouraged more consumers to purchase goods from the M&S website.”

Keith Waldron |  
Designer |  
Marks & Spencer

Customers shopping on its website now enjoy an improved customer experience online due to quicker download times. “We have seen a six-second reduction in the time taken to download a page,” says Waldron. “This is equivalent to a 30% decrease in page download times,” He believes this has enhanced the ‘customer journey’ and ultimately, encourages more consumers to purchase goods from the website.

Bandwidth savings have been even more significant. According to Waldron, M&S has seen a 60% reduction in bandwidth consumption. In turn this drop in traffic has benefited other applications, such as the firewall and load balances, and offers additional bandwidth capacity for further expansion.

Overall, M&S’ experience has been extremely positive and Waldron is highly complimentary about the jetNEXUS teams’ performance. “Their staff were excellent. During the implementation they worked here through the dead of night and they still monitor the device from their own sires—often they are the ones to tell us what is happening before we even know about it!” he says.

#### jetNEXUS

**Tel:** +44 (0) 870 382 5050

**Fax:** +44 (0) 870 382 5520

**Email:** [info@jetnexus.com](mailto:info@jetnexus.com)

**Web:** [www.jetnexus.com](http://www.jetnexus.com)

jetNEXUS is an international supplier of Load Balancing, Application Acceleration and Application Delivery technology. Our product portfolio is accessible to a wide and varied client base, ranging from simple, cost effectively focused solutions to Enterprise-grade application delivery controllers.

We understand that this technology is mission critical and as such, maintain a tenacious focus on the quality of our products and technical support.