



jetNEXUS Case Study

MOONPIG



Moonpig Boost Website Performance with jetNEXUS

Significant business growth was putting increased pressure on Moonpig's existing web infrastructure and their Windows NLB solution had some performance limitations.

Moonpig deployed jetNEXUS Enterprise Load Balancers to optimise website performance, accelerate service delivery and improve customer online experience.

Enterprise Load Balancer

- *Accelerate Applications*
- *Utilise Less Network Resource*
- *Increase Transaction Rate*
- *Cut Bandwidth Consumption*
- *Improve End User Experience*



Moonpig implement jetNEXUS Enterprise Load Balancer to optimise website performance, increase transaction rate and improve the efficiency of their application delivery network.

Company

Moonpig

Industry

Ecommerce

Challenges

- Increase in website traffic
- Performance limitations

Solution

jetNEXUS Enterprise Load Balancer

Benefits

- Application acceleration
- Increase transaction rate
- Reduce server load
- Scalability for future growth
- Faster web pages
- Better online experience

The Full Story - Business Growth Puts Increased Pressure on Existing NLB Solution

Moonpig offers a totally new concept in buying greeting cards, enabling customers to order most of the best selling card designs available on the high street, with the added opportunity to personalise captions to create a completely unique card.

Moonpig.com was launched in July 2000 and represents the group's only route to market. Fundamental to Moonpig's strong brand reputation and customer loyalty is delivering an uninterrupted, expedient service and experience for online browsers.

The Moonpig team have always been open to learning new ways in which to manage their online service more efficiently, but as they experienced explosive growth in online sales, this soon became a necessity.

The Challenge - To Deliver an Uninterrupted, Expedient Service for Online Browsers

Business growth was putting increased pressure on Moonpig's existing web infrastructure and the Windows NLB solution they used had some performance limitations.

Moonpig embarked upon a rigorous research and testing process to find the best solution to manage their ecommerce platform. Moonpig's IT Director, James Henson comments, "Key to replacing our existing load balancing solution was finding a product that could offer us better scalability and management options. It needed to be fit for our purpose and robust."

"We looked at competing enterprise solutions alongside jetNEXUS, and following a period of evaluation, felt that jetNEXUS represented good value for money. Its feature set met our current needs and offered some interesting options for the roadmap." James Henson, IT Director, Moonpig.

Moonpig Optimise Website Performance with jetNEXUS Enterprise Load Balancer

Moonpig replaced their Windows NLB solution with two jetNEXUS Enterprise Load Balancers.

Discussing implementation, Henson comments, "jetNEXUS took a consultative approach in the first instance, helping us to configure the system for our infrastructure. The team were supportive throughout the deployment process and after it."

Since deployment Moonpig have been able to service more users, faster, whilst utilising less network resource. Powerful features such as HTTP Compression and Connection Management have reduced the number of requests made to the backend web servers and cut bandwidth consumption.

"Overall we've experienced an increase in application performance, primarily because the communication between load balancer and web server is that much more efficient. As a result web pages are loading much faster and our customers are getting a better service." James Henson, IT Director, Moonpig.

Having evaluated competing enterprise solutions, we felt that jetNEXUS represented good value for money.

Pages are loading much faster and our customers are getting a better service.

James Henson |
IT Director |
Moonpig

“We have experienced improved application performance, primarily because the load balancer is communicating more efficiently with the web servers.”

James Henson |
IT Director |
Moonpig

About Moonpig

The Moonpig website was launched in July 2000; Moonpig offers a totally new concept in buying greeting cards and personalised gifts. Since their launch, Moonpig has experienced spectacular growth in terms of visitors to their website and revenue. Moonpig allows customers to personalise greeting cards, upload photos, design cards and store information for future orders. Moonpig's technology continues to evolve as it innovates and its customer base grows.

For more information please visit www.moonpig.com

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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.