

## Venda uses ZXTM to provide greater speed and reliability to some of the world's leading e-commerce sites

If you haven't heard the name Venda, you certainly know their customers. Venda powers some of the world's leading eCommerce businesses across a wide range of business models, including: Xerox, Panasonic, De Beers, The Body Shop, Laura Ashley, Superdrug and Sharp.

The business models of Venda's customers' absolutely require that their websites perform at their best 24 hours a day, 365 days a year. Any downtime at all equates to major revenue losses and during busy seasons, the availability and performance of websites is even more critical to profitability.

### The Challenge

"Venda has doubled in size year on year since we founded the company in 2001 and we expect that to accelerate," explained James Cronin, Executive Director and Group CIO at Venda. "With this in mind, I was looking for a solution that would serve us well for at least three years."

"We had been balancing HTTP, HTTPS and FTP traffic with two pairs of HA Alteons, but our rapid growth strategy meant that we needed to plan for future capacity while the Alteons were still doing their job adequately."

In order to future proof their infrastructure, Venda evaluated several solutions. They found a wide range of products and prices that included very basic load balancers, all the way up to

more sophisticated application accelerators, such as the F5 Big IP 6400 and ZXTM.

### The Solution

"For us, the two major factors that put ZXTM ahead of the other solutions were its ease of use and the performance improvements we were able to measure for ourselves during the evaluation phase.

"Just the fact that my team were able to quickly become proficient meant that adding new software to our infrastructure didn't have a negative impact on their daily workload. ZXTM doesn't have a steep and long learning curve and basic usability gave us immediate benefits.

"Now, ZXTM is used to accelerate our entire in-house developed e-commerce platform and all the websites and online applications of our customers. ZXTM is the oil in our big machine, everything just works better and faster with it."

### The Benefits

"The Christmas shopping season is critical for our customers' annual revenue targets, and our ability to deliver high availability (over 99.9% up time, according to Keynote Competitive Research Report on BBC Shop\*) during these high traffic times is key to their success and our own. Having ZXTM, we can eliminate the unpleasant surprises of website

\*[http://www.keynote.com/docs/kcr/2007\\_UK\\_Holiday\\_Abstract.pdf](http://www.keynote.com/docs/kcr/2007_UK_Holiday_Abstract.pdf)



crashes and lost transactions, whether caused by high traffic volumes or malicious attacks.

"The software is so flexible that anything we can describe can be implemented, usually with just a few rules written with TrafficScript™. We have found Zeus' online resource, KnowledgeHub to be very useful when we're looking for creative solutions to problems or ways to improve service for one of our customers.

"We can use TrafficScript to mitigate flash floods, filter invalid or malicious requests, apply access controls – all

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Executive Director and  
Group CIO





Using ZXTM, Vanda provides faster, more reliable and secure services to its corporate customers.

sorts of things, really – giving us peace of mind that our applications are hardened and our users’ data is safe. Industry leading security is a critical requirement for us at Vanda given the scale of our operation and blue chip client base. Vanda is the only global e-commerce platform provider whose entire enterprise has been audited to Level 1 of the PCI-DSS (Payment Card Industry Data Security Standard.

“It used to be the case that we had to monitor the status of all servers and applications, but with ZXTM we can automate this, redirect traffic as necessary and implement service level agreements (SLAs) for our individual clients.

“The server draining capability allows us to perform scheduled maintenance without interrupting service. We simply direct new incoming requests to another server and once existing connections have ended, service can be performed and we’re back up without any customers or users being aware that it has happened.

“On top of everything else, it is refreshing to find a company where the support team responds immediately and really knows the product.”

**Venda at a glance**

When your eCommerce is powered by Vanda, technology doesn't slow you down – it drives you forward.

Today, Vanda services and maintains hundreds of eCommerce websites for an international all-star client roster, helping them stay in step with market demands. Vanda’s website graphic design, fully scalable architecture and collaborative service and support infrastructure provide a fast, easy experience for customers while driving significant revenues by delivering high conversion rates and increased basket values.

Vanda’s rapidly expanding global client base and high client retention rate are solid indicators of their ability to deliver.

For more information, please visit [www.venda.com](http://www.venda.com)

**Zeus at a glance**

Zeus Technology has a well-earned reputation for providing robust, secure and scalable traffic management solutions to organizations in a wide range of sectors including, media and content providers, telecoms and hosting providers, finance, education, government and online retailers.

Using the experience gained from our relationships with organizations as diverse as the Federal Railroads Administration, NEC, British Telecom, PLAY.COM, Telewest, Thus Plc., TD Waterhouse, Telecom Italia Mobile, Ciao Group, We Energies and Paxonix, Zeus is in a unique position to assist any business looking to enhance their mission-critical Internet service infrastructure.

For more information visit our web site at <http://www.zeus.com/>

For further information, please email: [info@zeus.com](mailto:info@zeus.com) or visit [www.zeus.com](http://www.zeus.com) to contact the Zeus office nearest to you.

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Because ZXTM is pure software you can download it free of charge and evaluate it before you buy.

**Simply visit our website: [www.zeus.com/downloads](http://www.zeus.com/downloads)**

Technical support is also available during your evaluation.

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