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**Flying Brands Improves Website
Performance And Gains Extra Capacity
Using jetNEXUS**



Authorised jetNEXUS Reseller

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Eureka software

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A METAL MINDS CUSTOMER SUCCESS STORY



Flying Brands Improves Website Performance And Gains Extra Capacity Using jetNEXUS

jetNEXUS Acceleration Makes Flying Brands' Websites Fly Online and mail order retailer Flying Brands adds jetNEXUS web compression to its sites, and sees an instant improvement in all-round performance.

jetNEXUS web compression is quite simply "phenomenal," according to James Henry, IT Director. His firm, which runs six highly successful e-commerce sites alongside a large mail-order operation, purchased jetNEXUS in time for the Christmas rush in 2002.

The beneficial impact on performance was instant, while the long-term impact on capacity will provide cost savings for months to come. "We were looking at ways of improving the download performance of our websites, especially on low bandwidth connections," explains James Henry. "We installed jetNEXUS and it dramatically improved this performance, at the same time

halving the bandwidth we needed."

At the end of 2002, bandwidth was not really a major issue for Flying Brands. Its commercial sites: Flying Flowers,

Gardening Direct, Listen2Books, Benham Covers and Victory Cards were using only about 50 percent of the capacity of the company's Internet connection. However, performance needed a definite boost -- the kind that jetNEXUS provides in spades.

"We'd heard about jetNEXUS a year ago, and when one of the distributors asked us if we'd like to try it there was nothing to lose.

And the performance difference was incredible," says Henry.

Leading brands

Flying Brands' two flagship sites are Flying Flowers ("the UK's favourite postal flower service" at www.flyingflowers.com) and the popular

Challenge

To dramatically improve response times website customers. Reduce overhead of encryption.

Strategy

Deploy jetNEXUS to compress Webpages improving response times and reducing the amount of data to be encrypted.

Results

Response times reduced for customers. Extra capacity gained from reduced SSL overhead.

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gardening brand Gardening Direct (www.gardeningdirect.com). Together, these two sites generate a substantial proportion of the online revenue of a business that now brings nearly £40 million per year.

Although Flying Brands still derives most of its revenue from mail order, 15 percent of the turnover of Flying Flowers and 3 percent of the turnover of Gardening Direct now comes from the web.

L i s t e n 2 B o o k s (www.listen2books.co.uk) addresses the market for audio books, carrying over 700 titles covering a wide range of genre, mysteries, TV titles, biographies, children's books and many more. Already, Internet orders for Listen2Books stands at 5 percent of the total, just months after rolling out the full site.

Completing the line-up, Benham Covers (www.benhamcovers.com) provides stamp collectors with first-day covers and other items, and Victory Cards (www.victory-cards.com) offers a range of licensed sports collectibles, working with Premier League clubs such as Manchester United, Liverpool and Arsenal.

Impact on encryption

With all these sites selling such a wide

variety of products, Flying Brands uses a lot of encryption to ensure the security of its transactions. Encryption is notoriously slow on all sites that do not use some form of acceleration.

"Since we installed jetNEXUS the download speed of encrypted pages is phenomenal. Overall compression so far is 48 percent. Our log shows 41.42 gigabytes before compression and 21.21 after compression, over a two month period."

JetNEXUS makes a huge difference to e-commerce sites because it compresses data before encryption takes place. This means that the processors have less work to do and are able to complete each transaction more quickly. In this situation, far from placing any extra burden on the processors, web compression actually reduces the workload, resulting in much higher speeds.

Easy installation

Flying Brands operates its small server farm on-site, using IBM servers running Microsoft IIS. "Installation was the easiest thing I've seen," James Henry mentioned. "It's not a massive program to download, but the impact it makes is exceptional."

In fact, the decision to purchase jetNEXUS was taken very quickly, so obvious were its perceived

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benefits. "We trialed it on the 5th November and bought it and installed it in early December," notes Henry. "Before buying it we did standard tests such as measuring the download time of various pages, before and after installation. After we installed it we sent round e-mails to the business team so they could see the improvement for themselves. It was visibly very different. We didn't need performance monitoring tools to see the effect."

Other benefits

After two months of use it is still too early to say what impact jetNEXUS is having on Flying Brands' online sales. It is, says Henry, hard to isolate web acceleration as a separate factor in rising sales. However, it is also worth noting that successful online businesses that achieve year-on-year increases in sales are typical of those that install jetNEXUS, and Flying Brands is a great example. Sound commercial judgment tells the successful e-commerce manager that an improved user experience always leads to more business, whatever other factors may be involved.

"Besides the performance benefit, jetNEXUS has certainly increased our capacity at peak periods," observes Henry. "We've got no need

to increase the infrastructure in the foreseeable future because of the bandwidth savings we've achieved."

Summary

Flying Brands has made a shrewd move by investing in jetNEXUS web compression to solve its performance issues. Its websites form a steadily growing proportion of its total business, and it sees faster browsing and faster online transactions as much more than a mere reward for existing users of its service. Today, with download times halved -- even over the slowest dial-up connections -- Flying Brands can communicate more quickly with customers, using fewer resources. With jetNEXUS acceleration, the six sites (and a corporate site at www.fbgl.co.uk) are well and truly "flying."

QUOTES

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