

EUREKA SOFTWARE LTD

**jetNEXUS Reduces Bandwidth Usage
and Saves Newitt & Co £100,000**

Authorised jetNEXUS Reseller

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Eureka software

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A METAL MINDS CUSTOMER SUCCESS STORY



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Before installing jetNEXUS web compression, York-based distributor of sports & leisure equipment Newitt & Co. was facing a six-figure bill for a proposed new fibre optic connection. Now the firm has cut its bandwidth requirement by half, increased the sites performance and also expanded its business without major expense -- all as a direct result of using Metal Minds' remarkable software.

N4Sports.com carries over 2,000 items ranging from golf tees to trampolines, with prices from 50 pence to several thousand pounds. Its professional and comprehensive approach to online retailing makes it look like a dedicated dot-com, but in fact it is the online business of a family firm that was founded exactly a hundred years ago. In 2002 Newitt & Co. Ltd. -- "Newitts" to all who know it -- celebrates its centenary with the knowledge that its online operation has grown from 5 percent to 10 percent of its total turnover in the last 18 months. Schools, in particular, are enjoying the

convenience of online shopping for new sports equipment, and the firm offers worldwide delivery of every product in its 60,000 sq. ft warehouse.

Challenge

Avoid a six-figure charge for upgrading to a fibre optic connection to the Internet.

Strategy

Deploy jetNEXUS to compress the Web pages thereby reducing the amount of data sent to the customer and so reduce bandwidth usage.

Results

Monthly data volumes reduced from 85Gb to 35Gb saving the cost of the upgrade.

Yet rapid growth can so easily become a recipe for disaster, as Newitts very nearly discovered earlier this year. To accommodate all the additional online customers, the site required -- or appeared to require -- a massive connectivity upgrade from its existing 2Mbit connection to WorldCom in Leeds. WorldCom's quote for an 8Mbit fibre optic connection was around £100,000, a figure that would effectively syphon off most of the hard-earned profits of retailing thousands of cricket bats, footballs, snooker cues and squash rackets.

A Better Way

There had to be a better solution, thought IT Manager Ian Wilson, whose proposal to maintain the servers in-house in preference to co-location was becoming increasingly hard to justify, despite the advantages of better

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access, control and security. Unfortunately, a previous experience with web acceleration had not been very positive, as he explained.

"Two years ago we tried a well-known American caching product but it simply didn't work for us," said Wilson. "We tested it and it didn't operate with all browsers. At the time there was no real benefit to us."

However, when he was made aware of the new, UK-developed, jetNEXUS compression product, Wilson was prepared to try again.

"I installed it on the test server, which took around five minutes, and it just started working right away," said Wilson. "Then I spent the next couple of days trying to break it. But it stood up to everything we threw at it -- so I thought I might as well put it on the live servers. Again, it worked perfectly and it's been there ever since."

Two Related Benefits

For companies like Newitts that sell products online using Microsoft IIS servers, jetNEXUS offers two huge benefits.

First, by compressing data by up to 90 percent it cuts the bandwidth requirement by around half, in Newitts' case reducing **80Gb** per month to **35Gb** per month.

Second, jetNEXUS greatly improves the experience of the user by speeding the rate at which pages load in the browser. A typical Newitts page that once took **15 seconds** to download now takes between **2 and 3 seconds** objectively measured over a 56Kbps dial-up connection.

Together, these related benefits make a major impact on every online business that enjoys them, and Newitts was no exception. As Ian

Wilson confirms, jetNEXUS enabled Newitts to expand its online business without the need for spending a six-figure sum on connectivity.

Tweaking the Software

For Newitts, as for so many jetNEXUS users, the benefits of using this remarkable web compression software were immediately apparent.

"I decided we had to deploy jetNEXUS even before I knew the price of it," said Ian Wilson, so convinced was he by the initial impact on Newitts' server farm.

Running four dual-processor Dell 6300 servers, two SQL Servers and an e-mail server, the Newitts farm had been upgraded to IIS/5 and Windows 2000 about 8 months before the jetNEXUS installation. JetNEXUS works on a "per processor" basis and compresses everything that can be usefully decompressed by a standard browser.

The only snag -- a relatively minor problem - concerned one of the ActiveX controls on Microsoft's Commerce Server. In the administrative "Business Desk" section of Commerce Server, running on the same processor that served pages to users, jetNEXUS caused one control to stop working. The developer quickly remedied it.

"I was very impressed by the fact that the developer was able to sort out this minor problem so quickly," said Ian Wilson. "That's the advantage of having a local supplier. I doubt if an overseas developer would have been prepared to customize its product for us."

An Alternative Connection

As a result of cutting its bandwidth

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requirement so dramatically, Newitts was able to set aside its plans for a fibre optic upgrade. Following installation of jetNEXUS it was now possible to use GX Networks, who have a POP in York, who could provide excellent connectivity, but only over standard copper wires. By switching ISPs Newitts has actually reduced its line expenditure by £10,000, in addition to the substantial savings it has made by avoiding the need for fibre optic.

Meanwhile, the performance increase with faster pages has been a valuable spin-off for users on slow connections. Newitts has always been aware of performance issues, frequently running on-site questionnaires to determine if users were happy with the site's speed. Despite the average page size being around 100KB, few customers ever complained, but Wilson admits he was concerned whenever he viewed the site over a dial-up connection. All these concerns have now vanished following the introduction of jetNEXUS in July 2002. Site speed is now comparable to the quickest in the U.K., as measurements have shown.

Continued Growth

The Newitts approach to online business clearly works very well. It is the opposite of the old-style, high spending philosophy of failed enterprises such as Boo.com. Currently controlled by the fourth generation of the family, Newitts employs tried and tested business techniques, relying on quality, service, competitive prices and quick delivery to attract and retain its customers. Applying these principles online, the

firm has seen its Internet turnover increase steadily over the last four years.

By investing just a few thousand pounds in jetNEXUS web compression software Newitts has been able to save substantially on network infrastructure. Instead of wasting profits on an unnecessary upgrade it has trimmed expenditure while at the same time successfully enhancing the performance of its site.

Can the Newitts experience help your own web operation? Ian Wilson thinks so. He points to the cost savings, trouble-free operation and greatly improved web performance -- and concludes that jetNEXUS would benefit any e-commerce site running similar systems. In the sports equipment sector, Newitts has gained a distinctive edge by its early adoption of jetNEXUS web compression technology

Quotes

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