

Global delivery of applications.



Retail Case Study Series



“ C24’s hosting facilities are first class, they have a fantastic eye for detail and have delivered on all of their promises. We have a excellent working relationship that feels like a real partnership ”

Phil O’Dowd, Operations Manager, Shoe Zone

Overview:

Name:
Shoe Zone

Area Of Operation:
Retail

Number of Outlets: **800**

Business Issues:
Application availability
Secure hosting
Business class service
Bandwidth allocation

Key Benefits:
Full fault tolerant N+N environment
Fully resilient network
Un-contended bandwidth
99.9 % application uptime

Client Overview

The Shoe Zone Group is the UK’s leading value footwear retailer and currently trades from over 800 Shoe Zone and Stead & Simpson store locations throughout the UK and Republic of Ireland. They employ over 5700 people and sell approximately 30 million pairs of footwear per annum - on average 57 pairs for every minute of the year.

Business Issues

Shoe Zone are developing a multi-channel strategy for the sale of footwear, with one of the most important channels being their ecommerce enabled website. It was imperative that the website was always available due to it’s importance as a revenue stream and communications medium. However, there had been various issues with Shoe Zone’s incumbent supplier that affected the availability of the site and meant they had to actively seek another partner to ensure that they could continue to build on the sites initial success..



One of the organisations Shoe Zone contacted was C24 who have an excellent history of working within the retail environment, delivering applications at speed and host within a tier 4 data centre one of the most secure in the UK. One aspect that influenced their decision to work with C24 was our culture being built around customer service and being passionate about what we do. Shoe Zone decided to engage with C24 to host their website and build a disaster recovery strategy.

The Solution:

The Shoe Zone website’s availability including bandwidth allocation is critical, as the site has become a significant revenue stream for the company. During initial conversations C24 recognised not only the importance of maximum uptime but also the fact the migration from the incumbent supplier must be as seamless as possible.

In order to deliver on the brief supplied we created a fully resilient load balanced environment with a Microsoft SQL cluster back-end all linked together using diverse internet connection. Further resilience was added by replicating the databases to an external disaster recovery site.

C24 also put into place an online customer portal for logging any issues, 24/7/365 customer helpdesk support and fully burst able bandwidth for high traffic periods. These solutions plus the fully resilient server environment delivered fully on the client requirements.

What the client says:

Phil O’Dowd Operations Manager for Shoe Zone is very happy with not only the solution but with the migration from their incumbent supplier he said “ C24 have really delivered, the hosting solutions they have in place are excellent and they managed the move in a very professional manner. We are really developing a partnership and are very happy with our decision of placing our business with C24. The Shoe Zone website is becoming increasingly important and it is imperative that it is always available. We are getting this service level with C24”.

If you require further information about the range of solutions offered by C24 please feel free to contact us on the number below or go to our website;
www.c24.co.uk



C24 Ltd, Borough Court, Grammar School Lane,
Halesowen, West Midlands B63 3SW. UK
t. 0121 550 4569 e. info@c24.co.uk w. www.c24.co.uk