

Majestic Wine

Dispelling competition with IBM on demand solution

WHY BECOME ON DEMAND:

Majestic Wine's e-commerce site crashed during busy periods, causing customers to switch to competitors. Majestic Wine needed to revamp its e-commerce model to provide customers with responsive, resilient service year-round, but was reluctant to increase its fixed costs for a more powerful online store infrastructure knowing that wine sales would drop off following holiday periods. The company sought a variable price structure to avoid paying for expensive equipment during slow periods.

SOLUTION:

Majestic Wine created a resilient online wine store which can provide realtime responses to customers' requests, even during the busiest periods. Majestic pays for its capacity on a variable basis, which saves the expense of underutilized capacity during slow periods. IBM Business Partner Morpheus Solutions reengineered and hosts Majestic Wine's Web store using IBM WebSphere Commerce, IBM WebSphere Application Server, IBM WebSphere Studio Application Developer and IBM DB2 Universal Database on an IBM eServer iSeries 825 with Capacity on Demand, enabling Majestic to pay according to its usage.

BENEFITS:

- Helps continual bannual sales growth of 50%; improved conversion rate
- Resilient infrastructure able to scale to 100,000 page views per day, a 2-fold increase
- Variable pricing structure helps avoid high fixed costs

External

