

C&W WORLDWIDE MAKES BOOTS FIT FOR NEW BUSINESS

“ The fact we have delivered on time and can move to the next phase is a clear indication that we picked the right partners. ”

JAY PARMAR, CHIEF TECHNICAL ARCHITECT, BOOTS

WHAT WE HELPED BOOTS ACHIEVE

We introduced a completely new web platform to help revitalise Boots' online presence. Not only did we deliver in time for its busiest trading period of the year – the lead up to Christmas, but we ensured Boots is now better equipped to meet customer demand well into the future.

Some of the key benefits we brought to Boots:

- **New web platform with greater personalisation and interaction for customers**
- **Virtualisation of applications reduces demand on servers, improves site performance and customer experience**
- **Consolidated servers reduce complexity, and provide flexibility to cope with demand peaks**
- **Fewer servers saves on web hosting costs and reduces their IT carbon footprint**
- **New system is highly secure and ensures PCI compliance for card transactions.**

THE CHALLENGES WE HAD TO OVERCOME

Boots needed a new web platform for their website and online store, integrated into existing back-end business systems. It would also support their call centre staff, dealing with customers' queries and phone orders. Flexibility was vital to meet seasonal peak demands and anticipated growth.

Boots aimed to develop their relationships with customers, personalising their online experience and offering more products and services to increase revenue streams. As a tier 1 card processor, they must also comply with strict PCI DSS regulations. Their four year old legacy system could not meet increased business demand and was incompatible with leading-edge virtualisation technologies that use infrastructure more cost-effectively. The infrastructure already used 10 servers and would need around 30 unless the platform changed.

HOW WE HELPED

The new Boots.com application is hosted in two of Cable&Wireless Worldwide's secure data centres, using IBM Websphere with Oracle database technology, running on a highly efficient Sun hardware platform. A close working relationship between Boots, C&W Worldwide and Salmon, the Websphere application developer, ensured we delivered the full benefits of virtualisation.

The solution runs in three tiers: web, application and database. The web tier has six different virtualised applications, using C&W Worldwide's storage, with EMC, traffic management and optimisation technology to improve performance and end-user experience. Virtualisation has brought significant server consolidation and allows servers to scale to meet seasonal demands, without needing additional hardware.

To ensure reliability, we log issues into our monitoring and alerting systems, and escalate them to Salmon for proactive management of the Websphere application layer. We also instigated ongoing code reviews, an application-aware firewall, and Deep Packet Inspection (DPI) to maintain PCI compliance and protect customer data.

To see how we our managed web hosting can enhance your online environment, please contact us:

Call: 0800 092 5825
Email: cwsalesenquiries@cw.com

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