

Maisons du Monde

EXECUTIVE SUMMARY

Brocade transforms data center networking with open, virtual, and automated solutions that empower organizations to maximize their investments for the New IP

Challenges

- In the wake of the tremendous success of its e-commerce website, Maisons du Monde needed an IT infrastructure that scaled as its site traffic grew
- The retailer needed to maintain an uninterrupted online shopping experience, especially during peak sales periods

Solution

- Brocade Virtual Traffic Manager, which runs on common off-the-shelf servers based on Intel's x86 architectures, combined with the Brocade Web Accelerator speeds up web content served across networks regardless of the access device or browser

Benefits

- Decreased page load times by 30–50%
- Simplified administration
- Reduced bounce rates and improved page views
- Reduced site slowdowns, resulting in a better corporate image, a higher conversion rate and increased online orders
- Improved overall user experience significantly

Maisons du Monde Chooses Brocade to Boost E-Commerce and Support Further Growth

Maisons du Monde, a specialist in furniture and furnishings from around the world, has enjoyed exceptional growth since its founding in 1996. Within 15 years, the company has grown from just a single store to 225, is now present across Europe and employs 3000 people. In 2012, company revenues reached 75 million euros. 2006 marked a major turning point for Maisons du Monde as it went online with the launch of an exciting new e-commerce website "Maisonsdumonde" in 13 countries.

Today Maisons du Monde's online sales represent a significant share of its total revenue, with double-digit growth since its launch. All online sales are managed by a 30-strong multidisciplinary team fully dedicated to ensuring that the site operates smoothly.

However, its undisputed success meant Maisons du Monde must face up to the technical challenges which arise with escalating volumes of online traffic. The website must be able to handle massive and unpredictable surges in traffic and pages must load quickly. Staff need to be able to view site traffic in real time and be notified of problems in a timely fashion.

Brocade: Scalable, Virtual Solution Speeds Up E-Commerce

Maisons du Monde realized that the load-balancing infrastructure they have been using would no longer be capable of handling the expected loads. With dynamic load balancing a prerequisite for ensuring scalable access to their e-commerce platform, Maison Du Monde selected Brocade® Virtual Traffic Manager, and Brocade Web Accelerator speeds up web content served across networks regardless of access device and browser. Together they provide improved application performance and a more responsive service for visitors to the site.



"Brocade met our needs in terms of site availability, easy navigation and visibility. It is vital that we know where our traffic is coming from and to be able to identify peak activity times as well as any problems that may arise.

"Brocade was always on hand, proactive and knowledgeable and this helped the project to run smoothly," explained Lionel Touati, Maisons du Monde's online sales technical director.

Following initial testing, the deployment took place within a tight timescale but in time to cover the critical January promotional period.

A Flawless User Experience, Improved Corporate Image and Increased Revenues

Maisons du Monde quickly began to reap benefits from the 30–50% higher speeds they were now getting.

"The results were immediately apparent. With a faster website, the number of page views increased, which naturally led to higher conversion rates and an increase in orders," explained Lionel Touati.

A more streamlined administrative process, using graphical interfaces adapted to Maisons du Monde's needs, made a considerable difference to the user interface. Brocade TrafficScript makes it possible to serve visitors the site in the appropriate language.

The company has also observed performance gains in production (traffic peaks of 500 Mb/s) and loading times

(gains of 100 to 150 ms). The site no longer suffers from slowdowns and projects a better brand image to its visitors.

"We are extremely pleased with our choice of Brocade solutions and the ROI is indisputable," declares Lionel Touati. "By using a cutting-edge, scalable solution like Brocade across several datacenters, we have reduced our response times. We can also manage our infrastructure better, we have a better view of our traffic, and we have the necessary tools and the ability to respond quickly in the event of problems. These benefits mean we can continue to grow by providing our customers with flawless, uninterrupted service—the key to success!" concludes Lionel Touati.

Summary

Maisons du Monde, a specialist in furniture and furnishings, launched a new e-commerce website and had to upgrade its infrastructure to maintain a smooth online sales experience.

It prioritized dynamic load balancing for ensuring scalable access to its e-commerce platform. Maison Du Monde selected Brocade Virtual Traffic Manager, and Brocade Web Accelerator to provide site availability, easy navigation and visibility. It received the immediate results of 30–50% higher traffic speeds and performance gains in production and loading times.

For more information, visit www.brocade.com.

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— Lionel Touati, online sales technical director at Maisons du Monde

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