



EPSON®

Key Challenges

- Servers running at 85% capacity with peaks over 100%
- Inconsistent site response
- Web request time outs at peak traffic times

Solution

- WebAccelerator

ROI

- Over \$500,000 saved in computing infrastructure costs
- Average response time under one second
- Consistent response during peak traffic times

Epson

Epson.com Grows Without Growing Pains

Executive Summary

Epson.com is the main web site for Epson North America and is designed to perform as both a corporate and a major e-commerce site. As online business expanded, Epson.com began to experience inconsistent site response. Understandably, a uniform user experience was a high priority in order to meet demand and stay competitive. With the installation of WebAccelerator™, the company now supports over 1 million page views per day. Epson.com has realized a dramatic and consistent increase in response time, from an average of 75 seconds to less than one second, regardless of traffic.

The Company

Epson is at the forefront of technological invention, manufacture and sales for information-related equipment (computers and peripherals). Founded in 1942, Epson follows the principle that corporations must be able to respond to any situation and that employees must recognize the need for innovation, speed and change. With a vast product line available for purchase online, Epson.com was in danger of becoming a victim of its own success and needed to aggressively pursue a solution to their impending growing pains.

The Problem

Server utilization was increasing, resulting in inconsistent site response. Web requests would time out at peak traffic times. The IT group had to regularly power-cycle the servers as they repeatedly locked up under load. Making matters worse, a decision was made to standardize on a single technology base for all areas of the web site. This meant the server application now had to deal with 600,000 page views per day instead of the previous 200,000.

The Solution

Epson first considered investing in additional hardware in conjunction with deployment of a Content Distribution Network (CDN). However, initial evaluations soon indicated this option would not improve site presence metrics and would be cost prohibitive to implement. Always a leader in innovation, Epson then turned to WebAccelerator due to its unique approach to web site performance enhancement.

After an extensive technical assessment of WebAccelerator and its optimization benefits for web applications, Epson chose to deploy. The decision was based on three factors:

- A significant cost savings over incremental hardware/software investments.
- The ability to deliver consistent web site service levels under all conditions.
- A customer-centric attitude.

Given the significant investment in the site, Epson has a thorough and much formalized process for testing and introducing new technologies into its infrastructure. From the start, the WebAccelerator team worked closely with Epson through every phase of the implementation process.

"I have worked with lots of vendors in my 15 years in IT. The experience with WebAccelerator professional services was one of the best I have had."

–Miko S., VP of Information Technology for Epson North America.

The Results

Once the WebAccelerator was implemented, the improvements were immediately apparent. Site statistics showed consistent response times even through peak traffic times. A comparison of the pre-WebAccelerator Christmas season data with that of the new Christmas season was impressive. Maximum response times had gone from an unacceptable 75 seconds to just a few seconds after WebAccelerator was installed.

"Coworkers would call me out of the blue to tell me the site was a lot faster and ask how I did it."

–Al L., Manager of Application Development at Epson

Deploying WebAccelerator not only enhanced the user experience, but significantly reduced calls to Epson's customer service center. The WebAccelerator solution created a ripple effect of savings and efficiencies throughout the entire Epson.com system.

With the F5 WebAccelerator in place, the existing Epson.com infrastructure now supports traffic well over 1 million page views per day. In addition to the cost savings, benefits include the fact that users see consistent response during peak traffic times and shopping cart abandonment rates have dropped.



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