



HIGH ORDER VOLUME

KEYWORDS: RETAIL, SOFTWARE DEVELOPMENT, PLATFORM REVAMPED

PROBLEM SOLVED: SYSTEMS UNABLE TO KEEP UP WITH DEMAND RESULTS IN LOST ORDERS AND CUSTOMER IMPATIENCE.

This client, whose brand has become synonymous with flower delivery, had experienced larger than normal volume for their Christmas season. The increase proved too much for their systems to handle and they struggled to keep up which resulted in lost orders. In anticipation of the even *greater* volume increase coming in February for Valentine's Day, they reached out to Geneca to ramp up their system architecture.

On the reverse: **ASSESSING SYSTEMS IN ORDER TO MEET DEMAND.**

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The business need: Support business operations to handle significant customer order flow increases.

Because Geneca had worked with the client previously, the organizations had a long-established relationship of trust. Using its best practices, Geneca was engaged to tune-up and revamp bottleneck areas of the client's ordering system to better handle the increase in orders.

Geneca worked closely with the client team to implement performance-testing methodology. The strategy started with understanding the use of the system from a business scenario level in order to effectively load-test the environment as a whole. A hardware environment was set up quickly, as was a simulated web interface, in order to address the system problems before the Valentine's Day rush hit.

By the end of the engagement, bottlenecks had been identified and fine-tuned to handle greater capacity. The client was able to meet the ordering capacity challenge of the Valentine's Day rush without losing any orders. They also adopted the system assessment methodology in order to continue identifying and addressing areas of potential risk after the engagement ended.

Geneca continued to be involved, making further refinements to the system processing performance, so that the client was also able to meet the demand of the Mother's Day florist orders.

The Client Internet and telephone marketer of flowers and specialty gifts.



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