



FreshDirect

Explosive Growth

Business Value

- \$1.2M TCO savings
- 3x scalability
- Upgrades from weeks to minutes
- High availability from 1:1 to N+1

Executive Summary

When legacy data center equipment could no longer handle its rapid expansion, FreshDirect evaluated PAN Manager® Software by Egenera®. Among the immediate and quantifiable benefits the company has achieved since deploying PAN Manager are lower TCO, a better customer experience, more efficient utilization of resources, unprecedented scalability and rapid upgrades. For example, the company saved \$1.2 million the first year alone. Additionally, software upgrades that once took five hours and required a system shutdown are now performed in less than 30 minutes with no customer impact.

Business Challenge

Founded in 1999, FreshDirect is one of the nation's leading online fresh food delivery services. Having attracted well over 250,000 customers since opening for business, the company continues to experience tremendous growth.

When a legacy data center infrastructure could no longer handle its rapid expansion, FreshDirect evaluated PAN Manager.

"Given the heavy investment we'd made in our existing infrastructure, we didn't go down this path lightly," recalls FreshDirect's chief technology officer. "We spoke to analysts and customer references, and really did our homework," he says, adding, "Egenera is taking an entirely new approach."

Today, FreshDirect relies on PAN Manager to run customer-facing and revenue-generating applications, including its storefront Web site, BEA® Weblogic™ Server, Oracle® 9i RAC, customer relationship management (CRM), delivery administration, payment processing and business intelligence. The company selected PAN Manager for its unique ability to maintain the performance levels and availability of such a complex mix of processing requirements.

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CTO,
FreshDirect

PAN Manager Benefits

Immediate, quantifiable benefits that FreshDirect has achieved since deploying PAN Manager include:

Lower Total Cost of Ownership: A three-year TCO study conducted by FreshDirect found Egenera more cost-effective than any other solution evaluated. FreshDirect saved \$1.2 million in the first year alone, including \$200,000 in annual service fees. By switching to Linux® for their mission-critical applications, FreshDirect is also reaping the cost advantages of open source.

Better Customer Experience: Applications now fail over with no impact on the customer's transaction or experience. This improvement in application scalability and user response time has helped increase customer conversion.

More Efficient Resource Utilization: Since 99.98 percent of FreshDirect's customer orders are placed online, it is imperative to the business that the site is up and running 24/7. Prior to installing PAN Manager, the company employed a 1:1 high availability strategy, putting time, money and resources into hardware that was rarely used. Using the Egenera approach, FreshDirect has been able to allocate just a single failover server for all applications, dramatically reducing server count and improving overall utilization.

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Rapid Upgrades: With the legacy systems, hardware replacements took up to two weeks; with PAN Manager's ability to virtualize network and storage resources and create abstract server definitions, a new server can be installed and configured in minutes. Likewise, software upgrades that used to take five hours and require a full system shutdown are now performed in less than 30 minutes on the fly with no customer impact. Significantly, PAN Manager automatically updates production and backup resources, minimizing system administration and ensuring that systems remain synchronized.

FreshDirect's CTO eagerly claims, "We now count ourselves among those companies able to leapfrog competitors with Egenera's technology. Our senior management team and Board of Directors are thrilled with the results. IT is no longer a business constraint."



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