TheWest.com (www.thewest.com) was designed for global enthusiasts of everything western: music, films, clothing - even regional travel. If it has a western accent, it most likely is available at TheWest.com.

More than just a B2B site, TheWest.com co-brands with major entertainment businesses such as Starz Encore Group and provides live radio, streaming video and video-on-demand. While multiple offerings drove the site's success to more than 500,000 visits per month in just 12 weeks after going "live," they also required massive amounts of bandwidth.

In fact, although the company had installed three load-balanced servers that month, TheWest.com began experiencing load difficulties due to the large amount of graphics served by the site. During times of peak traffic, visitors were unable to reach the shopping portion of the site. Therefore, sales opportunities were jeopardized.

Holiday Sales Season Posed Challenge

TheWest.com attempted to resolve the situation by removing and reworking the ASP code, resizing the graphics and reducing the number of "include" files. These changes did not fix the problems, which included poor performance, increasing resources required to keep the site running, delays in upgrades to content and applications, and possible lost sales and users.

The site was not prepared to handle the inevitable traffic explosion during the holiday sales season. What TheWest.com needed was an intelligent caching scheme for its images, HTML and ASP pages to reduce the load on its servers, which by the start of December were struggling to handle 600,000 page requests per month.

Partners Team to Provide Quick Solution

From their Internet infrastructure services provider Aperian, TheWest.com learned about dynamic content delivery, which Aperian offers through its partner, epicRealm. epicRealm's advanced, patent-pending technologies cache volatile content generated from databases and ensures that this dynamically generated content is always fresh and accurate. Its intelligent network delivers cached content from servers strategically positioned around the world, easing stress on the origin server and improving download speeds for site visitors.

TheWest.com liked the fact that the epicRealm solution fit effortlessly into their current Aperian-based infrastructure. The epicRealm solution required no hardware or code changes. The company also found the epicRealm service to be priced competitively.

epicRealm Benefits:

Increased site traffic by 233%

Lowered infrastructure costs by 15%

Increased advertising sales by more than 20%

Handled more than 2 million page requests per month

Implemented the epicRealm service in less than a week

epicRealm™
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Working together, it only took one week for epicRealm and Aperian to implement the enhanced content delivery service with global coverage. During the first month with the epicRealm solution, TheWest.com handled more than 2 million page requests without a hitch. This is a great accomplishment considering the struggles presented just prior to the implementation with 600,000 page requests. That's a 233% increase in traffic!

Sales Rise, Costs Drop

As a result of enhanced content delivery, TheWest.com has seen an increase in sales of more than 20%. In addition, the company was able to cut costs by scaling back its front-end hardware use and saving engineers from constant calls to manage server loads. With the site handling much more traffic, TheWest.com also raised its advertising rates while lowering the cost-per-thousand to existing advertisers.

"epicRealm and Aperian moved very quickly to solve our problem," says David Pewitt, chief information officer of TheWest.com. "They worked seamlessly together to get the service implemented and then came on-site to train us in how to use the administration utility. We could not be more pleased with the results."

Aperian and epicRealm Team Deliver for the Holidays

"When TheWest.com wanted to maximize profits for the up-and-coming holiday season, they approached Aperian. As a partner with epicRealm, we were quick to outline the benefits of an epicRealm solution," says Mark Holley, strategic account executive of Aperian. "The Aperian and epicRealm teams are both customer-focused, which makes for a great relationship. The epicRealm partnership has enriched our product offering by adding cutting-edge technologies which allow us to exceed our customers' expectations."

"We did not have to lift a finger to see immediate implementation and subsequent benefit from enhanced content delivery service."

— David Pewitt, CIO, TheWest.com

For more information on how to get epicRealm Enhanced Content Delivery, please contact your epicRealm representative or visit us online at www.epicrealm.com.
In the US call 1.888.232.2799. In Europe call 020.8895.4007

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