



AppBeat DC Improves Aéropostale's Application Performance

AÉROPOSTALE

Customer:

Aéropostale

Industry:

Retail

Location:

Wayne, New Jersey, U.S.

Crescendo Networks Solution:

AppBeat DC™

Results:

- Over 50% decrease in bandwidth utilization
- Improved response times by 45%-100%
- Overall improved user experience

Aéropostale, Inc. is a mall-based, specialty retailer of casual apparel and accessories, principally targeting 14 to 17 year-old young women and men. The company provides customers with a focused selection of high-quality, active-oriented, fashion and fashion basic merchandise at compelling values. In 2007, the company experienced continued growth in the U.S., opening 76 new stores, and making a strong entry into the Canadian market by opening 12 new stores.

Today, the company operates 814 Aéropostale stores in 47 states and Canada, and 14 Jimmy'Z stores in 11 states.



The Challenge

Aéropostale maintains a web portal that gives 22,000 employees access to its corporate data center in Wayne, NJ. Through this portal, employees access a group of applications on a corporate intranet known as AeroNet. Among its applications, AeroNet provides sales reporting, employee management, point management, shipping/receiving, HR, store performance, policies and procedures and sales projections.

Corporate growth has been fast and steady and as stores and applications were added, AeroNet application response times steadily degraded. Increasing wait times for AeroNet applications caused store managers and employees to spend unnecessary time waiting for web pages to load. In some cases, web pages would fail to load altogether because they would time out.

The specific challenges presented by corporate growth and application proliferation within AeroNet included:

- Database growth: increased wait times and application latency
- Store/Employee growth: AeroNet portal infrastructure remained the same, but the number of users grew exponentially
- Peak/flash crowds: sales and seasonal shopping scale user demand quickly

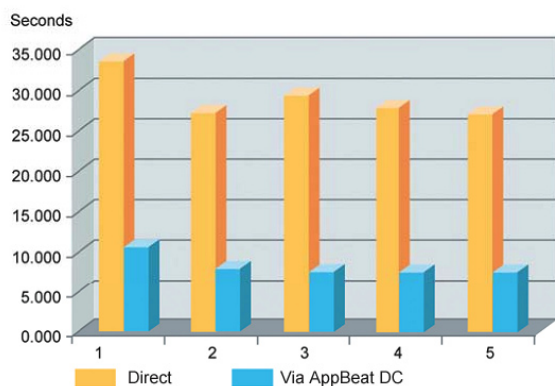


AppBeat DC Improves Aéropostale's Application Performance

The Solution

The Store Systems Group within Aéropostale, headed by Jim Feeney, is responsible for both operations and support. When Store Systems experiences a networking issue unique to the stores, it determines the problem, then recommends and implements a solution. As AeroNet and end user latency increased, Feeney recognized that something needed to be done to accelerate content delivery to his end users. Wait times for page downloads and updates through the portal had grown to the point that they were impacting the sales goals of the company and making the end user experience somewhat painful. Toward that end, the Store Systems Group initiated a project to find a way to accelerate and optimize AeroNet application content delivery to stores and end users. After research and in-house testing, Feeney and his group selected and implemented Crescendo Networks' AppBeat DC.

Direct vs. AppBeat DC Page Load Time By Server



AppBeat DC is the industry's best performing application delivery solution, providing high availability, scalability, acceleration and optimization for web applications. Unlike competing solutions, AppBeat DC leverages the Maestro purpose-built platform, uniquely designed for maximum performance and feature concurrency. By offloading servers from process-intensive tasks and optimizing the delivery of the application to the users, AppBeat DC significantly improves the overall application performance, security and availability.

The Results

After installing AppBeat DC, AeroNet's bandwidth utilization decreased by more than 50 percent and as much as 80 percent in many cases. This reduction in bandwidth translated to an average of 50 to 80 percent reduction in page load times and compression gains averaging 50 percent. In some cases, such as reporting, response times improved by up to 500 percent.

"After installing AppBeat DC, our intranet users experienced improvements in response time ranging from 45%-100% and we saw outbound bandwidth reductions of up to 80%."

Jim Feeney, VP of IT, Store Systems

Crescendo's AppBeat DC solution integrated seamlessly into Aéropostale's data center and immediately delivered a dramatically better end user experience, decreased latency and wait times, improved server CPU utilization and optimized existing frame relay bandwidth investments. The Store Systems Group realized enough performance improvement to cost justify the solution right out of the box.

About Crescendo Networks

Crescendo Networks is the recognized performance leader for accelerating and optimizing the delivery of business-critical, web-enabled applications. The company's unique multi-tier application architecture dramatically improves the operation of today's demanding application infrastructure. The world's largest corporations and fastest growing web properties rely on Crescendo for the application performance and efficiency needed to ensure usability, facilitate rapid business growth, lower IT costs and capture additional revenue. To learn more about Crescendo Networks' application delivery solutions, visit www.crescendonetworks.com.

www.crescendonetworks.com

International Headquarters

6 Yoni Netanyahu Street
Or-Yehuda 60376, Israel
Phone: +972-3-634-6120

US Headquarters

633 Menlo Avenue, Suite 230
Menlo Park, CA 94025
Phone: (866)830-0400