Warehouse Stationery

Case Study
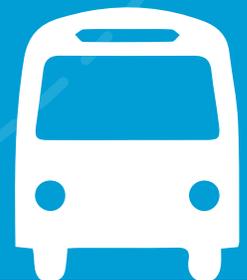
Site24x7 Lets Warehouse Stationery Benchmark Website Against Competition

The Customer

Warehouse Stationery is New Zealand's largest retailer of office supplies, furniture, technology, and art and craft products. The company has grown from eight stores in 1995 to a network of over 60 stores in New Zealand.

Warehouse Stationery has also made large investments in multi-channel retailing, and is known for offering a diverse range of products at great value prices, across a wide range of categories.

Business Requirement

Warehouse Stationery wanted a robust, yet cost-effective solution to monitor and measure its site availability and use website statistics to benchmark competition. With its website as a major sales channel, the company had to have great customer service as well as prompt answers to its queries to ensure its website did not suffer any availability issues resulting in loss of business and goodwill.

How did Warehouse Stationery arrive at Site24x7?

David Haysom, e-commerce manager at Warehouse Stationery was introduced to Site24x7 searching on Google for an all-in-one monitoring solution that provides in-depth analysis on website availability and key insights that would help him benchmark statistics against competition.

Since discovering Site24x7, David has never looked back and has been using the service daily for more than three years.

Site24x7 in Action

David uses Site24x7 service for IT operations management and as a cost-efficient way of monitoring and measuring website availability relative to both competitive sites and other sites in the TW Group, the largest general merchandise retailer in New Zealand and the parent company of Warehouse Stationery. Three other e-commerce managers in the group receive comparative data from Site24x7 for benchmarking purposes, in addition to two customer relationship managers who use the data to help direct contact center planning.

Pinpoint Issues Faster

Site24x7 gives David key statistics to make sure the website is performing at its peak, at any given time, in comparison to the competition. The wide number of Site24x7 tools let David easily pinpoint issues, saving a lot of time and effort.

Ease Of Use

Another advantage that David experiences using Site24x7 is the ease of use. With the intuitive all-in-one dashboard offered by Site24x7, David gets to see key metrics in simple graphs and tables, assisting him to take swift action in case of downtime.
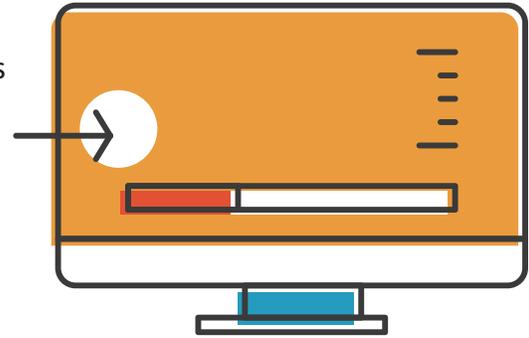
"Since using Site24x7, we have gained a deeper knowledge of our site's performance relative to our competition."
- David Haysom, E-commerce Manager, Warehouse Stationery

No False Alerting

The absence of false alerting is also a key Site24x7 trait that has made Warehouse Stationery use the service for all these years.

"Site24x7 certainly has a great team in the support department."
- David

Implementation Details Section

David has added about 20 monitors with which he monitors key statistics of URLs set at different polling intervals. Site24x7 lets David measure the performance of his website, comparing metrics with an e-commerce giant as well as other websites that fall under a similar line of business.

Site24x7 Benefits at a Glance

- Cost-effective
- Easy to use
- In-depth analysis
- Metrics to benchmark against competition
- Zero false alerting
- Great support staff

> "I can unconditionally recommend Site24x7 as a robust, accurate, easy-to-use site monitoring system backed up by excellent support on the rare times that I have had a question that I needed answers on."David

THE END

Conclusion:

Site24x7 has offered David and his team great value by reducing the time and effort spent in pinpointing issues that affect website availability and performance. Zero false alerting ensures that the team in Warehouse Stationery are only notified in case of a genuine outage. Site24x7 also ensures that all queries relating to monitoring are answered promptly thus letting David focus primarily on his business and not chase support for responses notified in case of a genuine outage.

About Site24x7

Site24x7 offers unified cloud monitoring for DevOps and IT operations. Monitor the experience of real users accessing websites and applications from desktop and mobile devices. In-depth monitoring capabilities enable DevOps teams to monitor and troubleshoot applications, servers and network infrastructure including private and public clouds. End user experience monitoring is done from 50+ locations across the world and various wireless carriers.

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