CASE STUDY

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Vermont Teddy Bear Creates Superior Online Shopping Experience

The Vermont Teddy Bear Company has been creating personalized bears since 1984. Through the years, Vermont Teddy Bear has created several sister companies, including PajamaGram and Calyx Flowers. While their teddy bear business is most popular around Valentine's Day, pajama sales are highest during the Christmas holiday season. Popular items such as Pillow Puppets, Hoodie-Footies and PajamaJeans have recently emerged from this forward-thinking company.

ADTECH CHALLENGES

As an online retailer, Vermont Teddy Bear's business is greatly affected by network traffic. Since 80% of their products are sold online, the company required a provider that could help them reliably deliver content to shoppers, and handle traffic spikes as high as 700%. With erratic traffic growth several times per year, particularly during holidays, Vermont Teddy Bear needed a reliable, cost-effective solution that could scale up during these busy periods and scale back down with minimal cost and oversight.

The company also wanted to optimize performance and availability of online storefronts and ensure a high-quality shopping experience for customers, whether they are using PCs, tablets or mobile phones.

> "INAP delivers a total package for Vermont Teddy Bear, with a flexible platform that can effortlessly scale up and down with traffic demands while delivering the reliability and performance necessary to ensure a satisfactory experience for customers."
>
> **-VICTOR CASTRO**
>
> ***Director of E-Commerce Operations, Vermont Teddy Bear***

SOLUTION

Vermont Teddy Bear uses INAP's colocation services, as well as its route-optimized Performance IP™ and global Content Delivery Network (CDN).

KEY BENEFITS

BETTER PERFORMANCE INAP's CDN service with its built-in TCP acceleration allows Vermont Teddy Bear to ensure high-speed, high-quality content delivery across multiple devices. As traffic to the Vermont Teddy Bear websites from mobile devices – including phones and tablets– has increased 50 percent over last year, the ability to optimize the content experience for multiple devices is critical. INAP's reliable IP service, backed by a superior SLA, ensures that the Vermont Teddy Bear, PajamaGram and Calyx Flowers websites are always available.

404.865.7387 | contactsales@INAP.com | INAP.com

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Success Story

SCALABILITY Vermont Teddy Bear is able to ramp up its CDN usage based on demand. INAP's colocation service allows the company to increase capacity, power and cooling quickly and easily. Whether thousands of people are rush-ordering teddy bears right before Valentine's Day, or designing family PJs a week before Christmas, the online ordering experience is always an enjoyable one.

FLEXIBILITY Using INAP's CDN services, Vermont Teddy Bear can adapt to fluctuating business needs on demand, and roll out new storefronts and sub-brands without spending time and money on additional server, storage and related hardware that would sit underutilized most of the year. With the recent launch of Pillow Puppets, the company was able to get the online store up and running quickly, including smooth streaming of Pillow Puppets video commercials, regardless of the amount of site traffic.

HIGH AVAILABILITY With CDN and Performance IP service from INAP, Vermont Teddy Bear's customers can browse, order and complete online sales, no matter how many other customers are using the site. Routing Vermont Teddy Bear's CDN traffic over the most reliable network at all times avoids network issues such as outages, brownouts and slowdowns.

INDUSTRY

Online Retail

CHALLENGE

Reliable, cost-effective solution that could scale up during peak traffic with minimal cost and oversight, while providing a superior online experience for customers.

SOLUTION

- Content Delivery Network (CDN)
- Performance IP™
- Colocation

RESULTS

- Handled 700% spike in traffic with no downtime
- Supported holiday rush with little effort on the part of internal IT staff
- Streamed video content flawlessly

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