

advance7 bulletin 25

ADVANCE KNOWLEDGE

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RETAIL IT EMERGENCY LINE

When all else fails, call this number: +44 (0)1371 876805

According to Verdict, the market analysts, online consumer spend on the run up to Christmas has shown significant growth over the last two years. Shoppers spent £3.3bn online in 2004, increasing to £4.98bn in 2005.

The big question is what will they spend in 2006?

The fastest growth in spending is among the 16-24 age group. Statistics also show that people within this demographic group are the most likely to hit the virtual high street for their gifts. They are web savvy, fast to click and even faster to exit to competitor sites when response times are slow or transactions fail.

Pinpointing such performance issues is crucial to understanding the root cause. If you fail to find it now, it could be another 12 months before the same volumes of traffic will be present. There is a unique window of opportunity now to monitor load on your website and analyse performance. advance7 routinely undertakes such monitoring to get to the heart of performance issues.

For performance analysis and IT service recovery, if your in-house IT expertise is exhausted, there is just one number to call this Christmas +44 (0)1371 876805, the REACT team at advance7.

[Click here for more information on our REACT service](#)

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WHITEPAPER: Adequate Performance at an Acceptable Cost

Response time and upgrade cost aspects of product evaluation

Overview: There are some great core business applications available off-the-shelf. Whether the need is for a CRM application or a Document Management System (DMS), we are spoilt for choice. Given all this choice, selecting the right product can be challenging. Of course, the new application must provide the facilities that the business needs. But that's still likely to give you a shortlist of at least two products. Two additional criteria that you should consider are:

- Performance – will response times be acceptable in all offices?
- Infrastructure Cost – will deployment require significant upgrades and/or increased running costs?



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In this whitepaper we look at a methodical way to address the performance and upgrade cost aspects of product selection.

To view the full Whitepaper list, [click here](#).

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FACES

Jinder Binning – indisputable proof, the key to resolution

If you need proof, Jinder will get it for you! From concept to proof of concept, test, UAT and delivery, Jinder has the experience and expertise that enables him to work on and resolve some of the toughest IT challenges on a daily basis as part of the highly trained advance7 team.

Before joining advance7, Jinder was part of the team at the Royal Bank of Scotland where he worked on the design, implementation, build and support of infrastructure to deliver core business applications through the Internet.



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COMING SOON - "PMS"

Improved Service Levels, Reduced Operating Costs

The continuous drive for business efficiency demands stable IT systems that deliver consistent response times. Delivering consistent response times is becoming ever more challenging, particularly in remote offices. In the New Year, advance7 will launch the Performance Management Service, an offering that includes:



- User response-time measurements through synthetic transactions. 24x7 automatic monitoring of response-times and generation of alerts so that problems are identified immediately. Unique tools, a proven method and expert performance analysts to reduce fix times by up to 95%.
- Performance and capacity projections so that future problems are avoided.

The service is currently being piloted with three customers and will be ready for delivery in January 2007.

For further details, call Dilip Hirani or Paul Offord on **+44 (0)1371 876805**.

Name our "PMS" service and WIN a luxury box of chocolates

We are giving you the opportunity to **WIN a delicious box of gourmet chocolates**. All you need to do is email your name suggestions for our "PMS" service along with your name and address to andrew.kirk@advance7.com. The lucky winner will feature in next months Advance Knowledge.

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