

CASE STUDY

Online Retailer

GSI's Compliant Managed Services Bring Retail Company to Forefront of E-commerce

Taking the leap from essentially a catalog order business to a robust online sales environment would pose significant challenges for any retailer. However, for this company (GoOnline for purposes of this case study), the journey was swift, smooth and ultimately rewarding – producing a monumental increase in transaction volume. Read on to find out how GoOnline now processes millions of dollars in online business, thanks to implementation of GSI's comprehensive managed hosting solution.

Overview

GoOnline is a well-known retailer that, at one time, only accepted catalog orders over the phone or by mail. The company now reaps the rewards of today's technology and conducts the majority of its successful business online – with the help of GSI.

Business Challenge

GoOnline was a well-satisfied GSI client after GSI built their website to handle the small percentage of Internet sales they brought in. But as the Internet continued to gain momentum as a communications and sales medium, GoOnline recognized untapped opportunities with their web business and decided to maximize these e-commerce growth possibilities. At the same time, all companies handling credit card transactions were facing pressure from the payment card industry (PCI) to beef up their online security and adhere to rigorous security standards. This new requirement was brought on by the growing prevalence of credit card fraud and misuse, identity theft, and other threats of security breach.

GoOnline asked GSI to develop an e-commerce application with the necessary scalability to handle the volume of credit card transactions the company hoped to generate. They also needed the environment to hold up to the new PCI data security standards.

Solution

GSI met the challenge with its robust CompliantHost managed services solution and a redundant e-commerce platform, based on Microsoft software and Adobe ColdFusion. Using the robust CompliantHost package would give GoOnline the high level of service management necessary for achieving compliance and maintaining a secure environment. And by seamlessly integrating PCI DSS compliance into GoOnline's high-availability, load-balanced platform, the online provider's concerns about integrity and availability would be minimized. With the dedicated support from GSI's ServerHeroes® and the fact that GSI continually maintains a PCI DSS compliant environment, GoOnline is ensured that the IT controls for their PCI DSS accreditations are in place and validation-ready.



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Why GoOnline Chose GSI

Because of the company's rapport and track record with GSI, they extended this opportunity to the hosting provider. Their long-term relationship with GSI is largely due to the undivided attention and expert guidance they receive from their ServerHeroes team. They also have complete confidence in GSI's ability to anticipate their evolving business needs and deliver exceptional services with the highest availability and security.

Results

Implementing GSI's CompliantHost solution turned out to be a well-timed, strategic move that set the stage for huge success for GoOnline.

While the company did anticipate a certain degree of e-commerce success, they did not begin to imagine the magnitude of sales they would experience by concentrating their energies on their online ordering capabilities. Today, website sales account for the majority of GoOnline's total business. Plus, their total sales volume across all sales media has grown significantly, too.

If GoOnline had not had the foresight to enlist GSI's support, the ramifications of not being prepared for such an influx of business could have been disastrous. Fortunately however, through this massive growth transformation, GSI has been at their side, employing the right scalability and security measures to ensure GoOnline's success. The CompliantHost package has been ideal for GoOnline, enabling the company to offload total management of their IT environment to GSI and focus on their own client service, product development and marketing efforts.

Today, GoOnline is confident in its online privacy practices and growth abilities. They consistently pass the required annual security validations imposed by the government and the PCI. And GoOnline's IT systems are fully prepared to handle any amount of transaction volume that comes their way.



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