

## Robinsons Country Leisure

“The ALB X is just brilliant. From testing to implementation and through to going live, it has exceeded our expectations & delivered. Our web infrastructure wouldn't be the same without it.”

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Mike Church, IT Manager at Robinsons Country Leisure



[www.robinsons-uk.com](http://www.robinsons-uk.com)

### Robinsons Country Leisure boost business performance and strengthen their brand with the jetNEXUS Accelerating Load Balancer Extreme.

#### The Challenge

Robinsons Country Leisure are the UK's number one provider of equestrian products.

A recent drive to encourage more customers to place their orders online, accompanied with hugely successful online promotional days had resulted in increased volumes and spikes of traffic to Robinson's ecommerce site.

Ensuring that the site delivers a fast and fluid experience for its visitors is paramount and the significant growth in web traffic triggered the need for a more performant and stable web service.

“We needed to increase the performance of our current web offering by adding in additional servers and a solution both to improve the experience for our customers and also to add a layer of fault tolerance.” Mike Church, IT Manager, Robinsons.

“Prior to the solution our infrastructure was unstable to the point where sheer demand could cause the website to fail. Since implementation we have experienced superb stability with no down time at all.”

Mike Church, IT Manager at Robinsons

#### The Solution

Having investigated the market, Robinsons Country Leisure purchased a HA pair of the jetNEXUS Accelerating Load Balancer Extreme combining the functions of layer 7 load balancing, web acceleration, compression, SSL Offload and content caching in one comprehensive solution.

“We searched the entire market and could not find anything which came close on a price/performance basis.” Mike church, IT Manager, Robinsons.

“The appliances were delivered Ready to Run™, preconfigured to our specific environment thus enabling us to drop them straight in to our network. We can not be in a position where the load balancers are a single point of failure so running the ALB X as an active-active pair is perfect.”

#### Core Benefits

- **Scalability** - The ALB X has the ability to add, remove and drain servers from the pool interactively. “With the ability to add web servers at the click of a mouse to service additional load as and when needed, we now have superb flexibility within our service provision and the ability to grow as a business without restriction.” Mike Church, IT Manager, Robinsons.
- **Reliability** - “Prior to installing this solution, we were not as stable as we should have been. However since deployment, the Robinsons website has experienced no down time at all.

The best result has been this increased stability which has really strengthened our brand performance." Mike Church, IT Manager, Robinsons

- **Performance** - Thanks to the ALB X's highly efficient acceleration algorithms, Robinsons have experienced a dramatic reduction in the time taken for web pages to download. Their ecommerce platform now delivers a faster, more responsive service to customers, thus increasing customer loyalty. IT Manager Mike Church reflects on the profitable business benefits that this has had: "Our web promotion days are now exceeding a quarter of a million pounds a day and we would not have achieved this without jetNEXUS".
- **Administration** - Robinsons were able to quickly and easily manage their jetNEXUS ALB X through the simple and intuitive web user interface, creating a low overhead in terms of ongoing management and administration.

#### ■ The Overall Experience

"Our overall experience with jetNEXUS has been excellent and the support that we have received has been second to none. The jetNEXUS technical team know their product inside out and always deliver on their deadlines."

Looking to the future, Robinsons are keen to take advantage of the content caching feature of the ALB X and are already making plans to add additional servers to their farm.

**"The jetNEXUS ALB X is just brilliant. It is one of the few bits of kit I have got which I do not have to monitor day in day out. They're just fire and forget .... perfect! The ALB X now forms a critical part of our web infrastructure."**

Mike Church, IT Manager, Robinsons

#### ■ About Robinson's Country Leisure

Robinsons Country Leisure was first established as a small saddlery in 1867 by James Robinsons. Over the years riding has experienced a boom in popularity and Robinsons have grown to accommodate this. Today they are known and trusted by thousands of riders all over the world.

For more info please visit [www.robinsons-uk.com](http://www.robinsons-uk.com)

#### ■ About jetNEXUS

jetNEXUS develop leading edge load balancing and next generation traffic management solutions. Our solutions are scalable both commercially and technically to deliver outstanding performance and value from SME to Enterprise. All our solutions are backed by our outstanding Tenacious Support™.

jetNEXUS helps organisations that need to:

- Deliver outstanding end user performance.
- Ensure their applications are available 100% of the time.
- Centrally manage, report and monitor application delivery.

For more info please visit [www.jetnexus.com](http://www.jetnexus.com)

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