



EXCELLENT ONLINE SERVICE 24/7

CHALLENGE

Tesco.com needed an IT provider with the technology and support services to meet a significant rate of growth in its business. In particular, it wanted an organization with the expertise to maximize the uptime of its Web site, which serves 250,000 customers per week and continues to grow steadily.

SOLUTION

Tesco.com worked with Dell to create an IT infrastructure consisting of Dell PowerEdge servers, Dell/EMC storage area networks, and Dell OptiPlex desktops to help ensure an excellent online shopping experience for its customers.

BENEFITS

- High levels of performance and scalability support a 30 percent annual customer expansion rate.
- Combination of powerful servers with dual-core processors in 64-bit environment helps provide a cutting-edge infrastructure.
- Reliable infrastructure helps maintain uptime to deliver service excellence.

Related Categories:

Case study, database, server consolidation, Tesco.com

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Dell™ PowerEdge™ servers, Dell/EMC storage, and Dell OptiPlex™ desktops help online retailer Tesco.com support a 30 percent annual customer expansion rate.

The Internet has provided a significant opportunity for retailers to boost their services and business. However, for online brands such as Tesco.com, it is crucial that consumers receive the same excellent level of service they get in-store. As a result, online brands need reliable IT solutions that can support their promises and help drive growth in a rapidly evolving market.

Since its launch in 2000, Tesco.com has aimed to be first for customers in online retailing—with offerings that range from electronics and books to broadband and financial services. Today, with the company's focus on creating a robust IT infrastructure, it has won awards for innovative processes that support online grocery shopping.

"IT has always been fundamental to our business," says Chris Howell, head of IT operations and infrastructure at Tesco.com. "As our customer numbers grow rapidly, we have continued to focus on the fact that improving the reliability and availability of our systems is crucial for creating the ultimate customer shopping experience."

DELL SERVICE PROVIDES KEY SUPPORT

Aware that online shoppers need the same level of service as in-store visitors—minimum waiting times and high availability of produce—the company looked to

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build a relationship with a trusted IT provider. A key requirement was that the IT infrastructure help ensure maximum Web site uptime with no more than three hours of downtime over a 12-month period. "We wanted a provider with robust systems that would help ensure our customers had a great online shopping experience 24 hours a day, seven days a week," says Howell. "In addition, we needed an organization with solutions that would optimize the performance of our existing Microsoft software."

Key to the success of the relationship between Dell and Tesco.com is the Dell commitment to service. For example, Dell consultants meet with the IT team at Tesco.com each month and carry out most of their communication in person. Dell, like Tesco.com, understands how service excellence leads to success.

Says Howell, "Dell offers help without our having to ask. We see a real willingness on the part of Dell to understand our business and our customers. Dell gives us the opportunity to use the best technology solutions and gain the right level of support to help ensure our Web site performs well.

"When we need new products," he adds, "the lead time is short—only a few weeks. And if I call Dell and say I need something sooner, I know it will arrive. The Dell team does everything it can to help us, and its solutions provide the great performance needed to run our systems."

DELL HARDWARE SUPPORTS CUSTOMER EXPANSION

Since Tesco.com began working with Dell, it has rolled out a range of client and data center solutions. For example, Tesco.com employees now use Dell OptiPlex desktops running the Microsoft® Windows Vista® OS. The advanced features in Windows Vista help developers create and improve the user experience at the Tesco.com Web site, and help simplify systems integration.




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At the data center level, Dell PowerEdge servers and Dell/EMC storage area networks are supporting an annual customer expansion rate of 30 percent. One data center has upgraded its Dell deployment, and two new data centers are supporting Dell systems running the 64-bit Microsoft Windows Server® 2003 OS.

IT support personnel control the server infrastructure using the Dell OpenManage™ systems management suite. Dell OpenManage helps the IT team effectively manage its entire environment from one convenient user interface. "Having a Dell infrastructure helps simplify adding new systems to our data centers," says Howell. "It allows us to grow so we can meet the needs of our customers. And when we need new products, we can respond quickly."

Most importantly, the powerful 64-bit Dell platform allows Tesco.com to run leading-edge applications from Microsoft and enhance the functionality of its Web site. The improved performance and reliability of this infrastructure has helped the retailer transform its customer experience, helping minimize customer wait times and promoting fast, easy online shopping. 

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