

Just Group Achieves Web Page Acceleration with Simple, Instant and Effective Radware Solutions

THE **JUST** GROUP

Business Need

With up to 100 million page visits per month, Just Group needed a solution to replace its old load balancing solution, guarantee performance for each one of the seven ecommerce sites and provide significant web application performance acceleration.

Why Radware's Solution

Radware's ADC virtualization provided the best SLA guarantee per site, long term value due to the most advanced performance management technology, opportunity to grow on demand and is the top acceleration solution. Combined with the FastView technology, Just Group achieved an instant and effective solution to decrease page load time and improve quality of experience for visitors.

Solution

The combination of Alteon NG and FastView technology provided Just Group an easy solution to load balance seven websites and manage development and staging environments with the extra vADCs, ultimately simplifying the life-cycle management and most importantly-improving online business execution through faster web application response time.

Benefits

After full deployment of the Radware solutions, Just Group achieved a 30% reduction in page load time for both desktop and mobile users and flexibility in resource allocation per site.



Overview

Founded in 1970, Just Group is comprised of seven well-known retail brands, each operating within its own segment and customers. Headquartered in Richmond, Australia, Just Group has over 1000 retail outlets across the globe and has quickly become a major Australian fashion retail company. All seven brands of Just Group including Peter Alexander, Just Jeans, Jacqui E, JayJays, Portmans, Smiggle and Dotti are available on both desktop and mobile devices. With over 6,000 employees located across four countries, Just Group relies on the commitment and passion of employees to provide outstanding service to its customers.

Just Group Challenges

With up to 100 million monthly page visits to the websites, Just Group solicited a long-lasting acceleration solution for each brands ecommerce site. While both the desktop and mobile sites continue to thrive, customers experienced a 10+ second load time while visiting the web pages, despite the web application code optimization they already tried. Additionally, Just Group needed a solution that would offload the optimization work from the site's programmer.

“As a leading fashion retailer that relies on a steady stream of web traffic, the performance on our website is of paramount importance. Since deploying each of our brand’s websites on separate vADCs using Radware’s FastView technology, the Alteon NG not only improved the performance of our websites, it has reduced the average page load time by over 30%”.

Frank De Sa, IT General Manger of Just Group

Why was site speed so important to Just Groups success? The ecommerce industry has shown that 57% of users abandon pages that take longer than 3 seconds to load, and are measurably less likely to convert from browsing to buying. As a growing company, Just Group needed a solution to minimize page load time and deliver faster pages to its desktop and mobile customers.

The Solution

In order to improve web application performance and guarantee SLA, Just Group deployed two solutions in front of its ecommerce sites. Just Group first deployed two Alteon 5224s which provided services that ensure availability, performance, and security of mission critical applications in the data center. Additionally, they deployed Radware ADC-VX, a specialized hypervisor for ADC services which runs fully functional virtual ADC instances such as application acceleration through FastView. The Alteon NG devices deployed are used to load balance each of its seven sites while the additional three are used for their development and staging environments of web applications.

Secondly, they deployed FastView to accelerate both its desktop and mobile web sites. Designed for web sites and web application owners, FastView is a high performance web application optimization appliance.

The FastView technology was an easy integration and simple add on to the Alteon NG solution, further increasing its added value to Just Group’s web applications.

Benefits

By deploying Radware solutions, Just Group achieved a simple, instant and effective solution to improve the quality of experience for customers. The organization did not have to change or install anything new in their existing servers, web application code or network but rather just re-route traffic through FastView using the traffic redirection of the Alteon NG they deployed.

After a few hours of working with the Radware team to deploy the box and configure Alteon NG for traffic redirection through FastView, Just Group was ready to go. With FastView acceleration, Just Group attained over a 30% reduction in load time for desktop and mobile users. The amount of traffic from its servers and internet pipe was significantly reduced as caching on the browser side was enhanced due to FastView.

After successfully deploying Alteon NG and FastView, Just Group plans to continue its partnership and add additional Radware solutions to support its organization and provide better SLA assurance and tighter security to its applications.