

Web Solutions

KEH.com



Executive Summary

Neev helped KEH solve the business challenge of replacing KEH's old site by building a new platform which is fast and robust. The previous platform was built in the 90's and was often subject to frequent downtime. There were 100 requests per second, which resulted in a huge traffic influx. Maintaining a huge customer database of about 150,000 proved a big challenge for KEH. Searching, logging-in or purchasing a product was difficult, not to mention time consuming for the buyers. As a result the client was losing substantial revenue and experiencing customer attrition. To overcome the situation, Neev built a new platform that was capable of handling the large customer base. Through server monitoring and tuning, they were able to migrate all the data to the new server successfully.



Case Highlights

Business Challenge

Maintaining a huge customer database of about 150,000, while enabling searching, logging-in and purchasing products.

Neev's Responsibility

Building a new platform to handle the huge customer base, while replacing the old site owned by KEH.

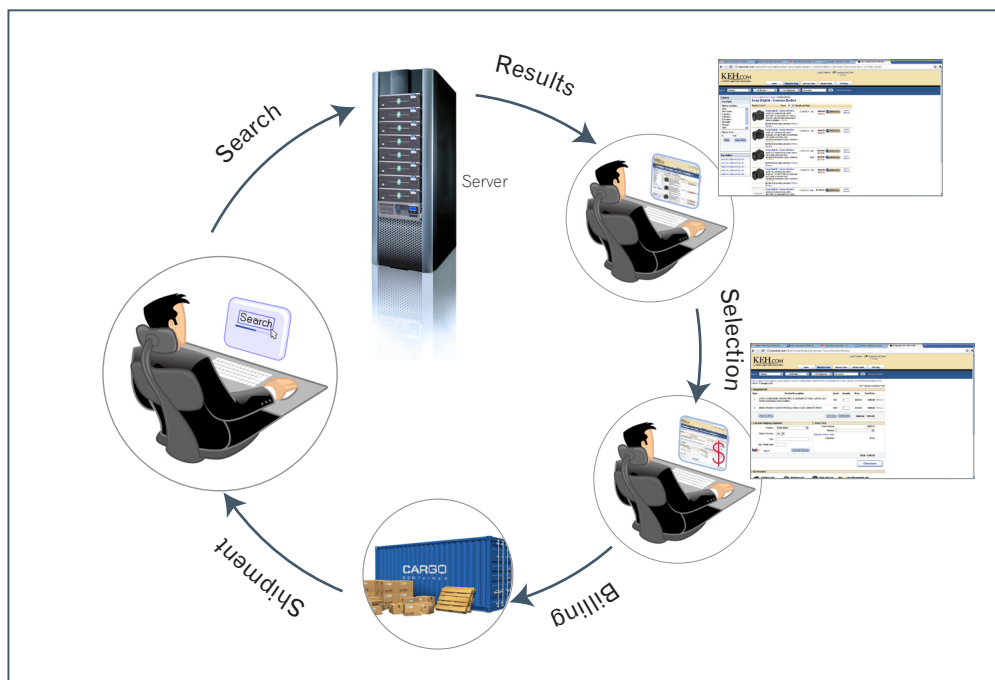
Deliverables

An e-commerce website with optimized performance and ability to withstand high traffic.

Solution Details

Neev utilized its expertise in .NET to make the system robust. The data was migrated to the new server. Search based on keywords was enabled to sift through the data. Server monitoring and tuning were carried out and some of the critical modules were re-written. Post development, the site was registered on an online monitoring system called 'Pingdom'. Jet Profile was the database used. Neev also extended its support with service and maintenance to follow up on the project.

KEH eCommerce System



Approach

The methodology adopted for creating the platform was agile. With a dedicated team working from Bangalore, Neev was able to create a platform that offered:

- ❶ Improved performance in terms of requests per second and transactions
- ❷ Easy search which is based on keywords
- ❸ Reduced downtime
- ❹ Rich user interface
- ❺ Easy and faster purchasing
- ❻ Reduced maintenance cost
- ❼ Ability to handle 150 concurrent users

About KEH

KEH Camera Brokers was founded in 1979, at Atlanta. Today, they are one of the largest dealers of used cameras and photographic products in the US. Since inception, they have been serving customers worldwide, who have been looking for the best value in service and equipment. The inventory of nearly 50,000 available items allow a selection of equipment for every taste and budget. The company generates an annual revenue of USD 5 mn and has on an average 10,000 hits per day on its website.