



Savvis IT Infrastructure



Savvis Web Solutions
Retail Industry
Leading Brand Experience

When it comes to online retail experience is everything

Ready for an eye-popping statistic? According to Forrester, in 2009, 154 million U.S. individuals bought products online — a number that represents 67 percent of the online population¹. Even more staggering is that online sales are projected to continue seeing double digit growth in the years ahead as more and more consumers turn to online stores to make purchases². There's no doubt that online retail has exploded. And whether your web strategy includes an online storefront, social media, search engine marketing (SEM), rich media advertising, or all of the above, you have countless numbers of tools and services to choose from that can help you drive revenue and increase customer interaction with your brand.

As the online marketplace evolves into a more fluid social collective that embraces and utilizes interactive marketing, the need to ensure an excellent customer experience has become a top priority. And when it comes to your online brand identity there is much more at stake than providing sufficient server capacity. You must understand how your online storefront is performing outside the walls of the data center to ensure that application performance is optimized to handle customer initiated requests and that you have sufficient visibility into your site traffic to tweak product placement and adjust campaign messaging. You must also capture the voice of your customers. By tapping into the social media community where shoppers share their experiences and product reviews, you can find new and inventive ways to use interactive channels to leverage your own customers as organic marketing vehicles to promote products.

Some of the world's most recognizable retail brands rely on Savvis to provide the vital Web infrastructure elements that connect them to the online marketplace. As an industry leader, Savvis knows that web hosting is so much more than a

¹ US Online Retail Forecast, 2009 To 2014; Online Retail Hangs Tough For 11 percent Growth In A Challenging Economy Forrester Research; March, 2010

² Data Essentials: US Retail, Forrester Research; March, 2010

managed server and operating system. Infrastructure is the cornerstone of a sound e-commerce, interactive marketing, and social media strategy. Savvis understands that knowing how to draw consumers to your site and treat them to a rewarding online shopping experience is what will propel your business past your competitors. With that in mind, we have developed a suite of services — Savvis Web Solutions — designed specifically for multi-channel retailers. Every piece of the Web Solutions portfolio has been designed to help such companies connect with online shoppers. Whether we're managing applications, monitoring the end user experience, or deploying Web 2.0 and social media architectures, we focus on delivering a solution that will provide a seamless engagement with your customers right up to the design of your website or online store layout. Complementing the products and services of the Savvis Web Solutions portfolio are a team of highly trained professionals dedicated to understanding the unique challenges your business faces every day. Our teams will work with you to establish improved operating models that help drive efficiency and we will review key performance indicators (KPI's) with you regularly to ensure your success. The solutions delivered by our team will help you more effectively promote your brand and improve operational efficiency, all while lowering the total cost of ownership (TCO) of managing a world-class Web ecosystem.



When it comes to retail, trust Savvis.

Quality of Experience

In a recent survey of 2,500 online shoppers, 82 percent of the respondents said that site speed impacts their opinion of an online retailer and 70 percent won't wait more than 10 seconds for a site to load before switching to a competitor³. And an exceptional user experience does more than make for a happy customer — it moves your product from your virtual shelf to your customer's virtual cart, growing your revenue and securing your reputation as a credible online retailer. We can help you deliver this experience. The Savvis End User Experience Monitoring (EUEM) powered by Gomez® and Application Performance Monitoring (APM) services powered by Precise® provide your business with unprecedented insight into the performance of applications that are the foundation of your online presence. You get a robust view of your entire web ecosystem, right up to your end users' desktops. Because we've wrapped our monitoring tools into our intuitive management fabric, you can effortlessly access and control this information through our SavvisStation customer portal. For additional protection, if performance dips below acceptable thresholds, our Web Solutions Center team is alerted and proactively troubleshoots problems. And we offer performance-level service level agreements (SLAs) based upon your online shoppers' quality of experience to demonstrate your brand is truly in good hands.

Just-In-Time Infrastructure

Many retailers are ill prepared to address the traffic spikes associated with peak seasonality and large marketing campaigns. Nor can they handle sharp increases in website hits due to unanticipated events such as unscheduled media attention. Even the most anticipated seasonal increases in demand can overstress your site. Although overbuilding will certainly ensure infrastructure is always available, the cost of adding reserve infrastructure is steep.

And because a bulk of that infrastructure goes unused much of the time, it's an inefficient model for ensuring compute capacity.

Savvis Symphony, our cloud offering, provides an elegant and cost-effective solution by eliminating the need to overbuild physical servers. By leveraging our cutting edge virtualization technologies, you can dramatically reduce your server footprint and — more importantly — the total cost of your web environment. To help you reap the most benefits from this new service, our Cloud Acceleration Consulting Services can help your business migrate from a traditional to a cloud environment, and ensure that your applications are optimized for cloud performance.

Lifecycle Management

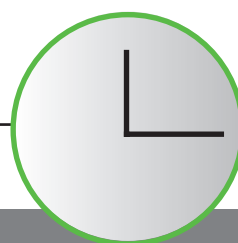
Managing the content in online storefronts is a complex business. A single line of code can bring a site crashing down, and a simple typo can result in a product on your site being listed at \$9.99 instead of \$99.99. The margin for error is paper-thin and in the world of e-commerce, interactive marketing, and social media where changes come fast and frequently, you need to know your site content is supported by solid processes and tools that allow your teams to react quickly, easily and accurately. But because content for retail sites is typically delivered through highly matrixed teams of internal marketing and IT staffs — and frequently third-party agencies as well — organizational complexity increases the probability of missteps or miscommunications that can impact your ability to keep up with your online store or launch campaigns on time and on budget.

Savvis can help you build a methodology to replace the madness. We've streamlined some of the largest and most complex processes for some of the world's largest retailers. We'll help ensure that your

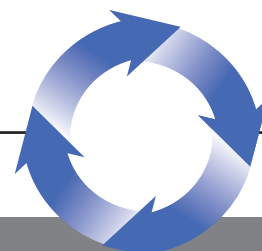
³ Time is Money for Web Retailers this Holiday Season - Savvis; TNS Survey December 2009



Quality of Experience



Just in Time Infrastructure



Lifecycle Management

site content, promotions, and campaigns launch smoothly by streamlining the complex workflow involved in bringing products to market. Our Web Lifecycle services include Site Launch, Release,

Change, and Capacity Management. We put the controls in place to provide your business with a smooth and predictable operating model that significantly increases your speed to market. Our service also enables rapid corrective “roll back” should you need to pull content or campaigns quickly offline.

Marketing Effectiveness

Marketing executives and brand managers have always been frustrated by the difficulty of understanding the effectiveness of online marketing campaigns. The capability to track what your customers are doing when they visit your site is critical when it comes to product placement in your online store or fine tuning your campaigns. Knowing which pages within your sites are experiencing the most traffic play an important role in driving revenue assurance by understanding which products are resonating with consumers. Savvis Web Analytics powered by Omniture, provide a perfect complementary data set to the feedback provided by consumers. By allowing your business to easily capture, track, and report on this data, Savvis helps you shape your online store content to improve shopper traffic.

Social Media

Social media harnesses the network effects of online communities and helps retailers monetize the results by closing the communication gap between your business and consumers. Traditional methods of capturing customer feedback included direct mailers, telemarketing surveys, and regional focus groups. Although useful, these analytics vehicles can involve

cumbersome coordination and carry a hefty price tag. They only collect consumer feedback for a specific point and time and often result in ambiguous data, making it difficult to understand just what the real feedback is. Today, these methods are being replaced by social media platforms such as blogs, wikis, and user forums as they offer a continuous feedback loop by which multi-channel retailers can drive improvements. Savvis Social Business Software (SBS), powered by Jive®, delivers a fully-managed Web 2.0 solution for building interactive communities that allow all facets of your business to connect with your customers and prospects. Increasingly, the most successful retailers leverage social network channels to build credibility with their customer base and open communication channels externally. They are also utilizing the same platforms internally to drive innovation and mindshare across the employee base.

Brand Protection

Security is a challenge for even the most technically sophisticated enterprises. A security breach on your website could result in negative publicity in newspapers, blogs, online forums, and even late-night television that could significantly damage your company’s reputation and brand image. Perhaps most importantly, it could expose your customers to risk and do irreparable damage to your credibility. Attracting and retaining a security staff with up-to-date skills; identifying where your organization’s systems and processes are the most vulnerable; and complying with the ever-increasing burden of industry standards are just some of the security challenges your IT staff faces today.

Bridging all of the gaps in the brand experience landscape.



Marketing Effectiveness



Social Media



Brand Protection



Brand Reusability



Consulting Expertise

When it comes to security, our extensive menu of security services means you can design a customized and comprehensive solution that suits your particular needs, regardless of when or how it is implemented. Most importantly, we will serve as your trusted advisor, working with you to create and implement a security strategy that helps you achieve your long-term business goals, whatever those happen to be.

Brand Reusability

No one wants to reinvent the proverbial wheel. Yet one of the biggest problems that retailers with multiple brands and business units face is how to cost-effectively reuse information assets. Whether those assets are in the form of infrastructure components, applications, or digital content, most organizations are challenged by leveraging them appropriately. Savvis helps retailers with multiple business units significantly lower their IT spending by identifying and utilizing existing IT services across their organizations. In the end, you'll write fewer checks for new hardware and application licenses—and your business operations will run more smoothly and cost effectively.

Consulting Expertise

Let's face it: unless you're in the IT services business, you'd rather focus your staff on core business issues rather than on chasing new technologies that might support your strategic initiatives. Yet you must still somehow monitor how emerging technologies might help you improve your ability to connect your digital content with your end users, enhance the performance of your applications and websites, or improve the efficiency of your infrastructure. It's a delicate balancing act. Focus too heavily on technology and your own initiatives will suffer. Neglecting technology could leave your business playing catch up with your competitors. Savvis can help you achieve the right balance. Among other strengths, we offer you:

Application Knowledge

Our teams can help you identify and implement the best applications to support your specific business goals.

Cloud Acceleration

Have you considered deploying cloud services but lacked the time or resources to plan and execute a migration? We can help you make sense of what is currently available, and assist you to choose the right platform for your business. After all, not all clouds are created equal. And when you select a cloud platform, we can design, migrate and implement your infrastructure so the transition is seamless for your business.

Web Lifecycle Services

No one understands the challenges faced by the retail industry better than Savvis. Whether you're a national retail chain or a specialty online retailer, the sites that connect your content with the marketplace are managed and delivered by multiple marketing and IT teams within your business and — most likely — third party agencies to help drive development of digital content. Multiply that by the number of new releases and updates to existing media assets that your business is running simultaneously, and the processes and procedures become exponentially more complex. Our teams will untangle these complexities while quickly establishing processes that span multiple organizations, ensure smooth communications, and provide you with the tools and resources you need to launch and manage your campaigns more efficiently.

Web Optimization.

Our teams will provide a thorough assessment of your test, staging, and production environments and identify gaps that are slowing your business down. We'll identify the problem areas and fix them by helping you leverage new technologies and fine tune your existing applications to optimal performance.

Why Savvis Web Solutions?



Quality of Experience

- Measure application performance from 80,000 locations around the world
- Provide visibility into page load times from a customer's viewpoint
- Identify and correct application issues before they occur



Just-in-Time Infrastructure

- Stop overbuilding capacity
- Cut costs
- Reduce server sprawl
- Access capacity when you need it
- Automatically provision operating system instances through the SavvisStation Customer Portal



Marketing Effectiveness

- Understand what pages on your site are successful
- Fine tune your campaigns based on customer traffic and revenue conversion
- Segment visitors
- Gather data across several websites or analyze each one individually.



Lifecycle Management

- Simplify launch processes
- Expedite change management
- Improve communications between internal and third-party teams



Social Media

- Improve communication with your customers
- Gain real-world intelligence into the performance of products and services
- Collaborate to drive the product roadmap based on customer demand



Brand Protection

- Protect against potential data breaches
- Provide security professionals dedicated to your security
- Remedy gaps in your security team's skills



Brand Reusability

- Leverage existing assets to reduce costs
- Utilize existing infrastructure and digital content to streamline processes
- Create internal charge-back models to help track spending across multiple business units



Consulting Expertise

- Seamlessly extend your team with seasoned industry professionals
- Drive efficiency
- Understand the gaps that undermine your existing hosting architecture
- Painlessly migrate to improved infrastructure and application platforms
- Reduce time to market with tools and resources to drive more efficient campaign launches



To find out more about Savvis Web Solutions visit
www.savvis.net/sws or call **1.800.SAVVIS.1.**



Global Headquarters

1 Savvis Parkway
St. Louis, MO 63017
Tel 1.800.SAVVIS.1
(1.800.728.8471)
www.savvis.net

Canada

6800 Millcreek Drive
Mississauga, ON
L5N 4J9
Tel: 905.363.3737

EMEA

Eskdale Road
Wokingham
Berkshire RG41 5TS
United Kingdom
Tel +44 (0)118 322 6000
www.savvis.co.uk

ASIA PACIFIC

50 Raffles Place
Singapore Land Tower
#13-01
Singapore 048623
Tel +65 6768 8000
www.savvis.sg

JAPAN

7th Floor
Kyodo Building
(Jinbocho 3cho-me)
3-29 Kanda Jinbocho
Chiyoda-ku
Tokyo 101-0051
Japan
Tel +81.3.5214.0151
www.savvis.jp