



Taking advantage of the existing infrastructure to provide a platform that is scalable for the future.

As the largest online retailer of branded lingerie, figleaves.com engaged Bytes Security Partnerships (BSP) to improve their information transfer system and reduce downtime. By redeploying the firewall infrastructure, the security capability was scaled from 300 to 8,000 users, allowing more marketing, order processing and administration during peak trading periods; directly leading to increased sales and profits.

Figleaves.com is the world's largest online seller of branded underwear, offering the designer A to Z of lingerie, swimwear, nightwear and hosiery for men and women. They offer a wide range of styles and brand names, along with aggressive delivery times - items usually dispatched in 24 hours.

Figleaves.com have a strong online presence. The figleaves.com website is the core channel for generating sales, making it key to their growth. Peak periods within the trading year, such as Valentines Day/January Sales put a huge amount of pressure on infrastructure resources.

The Challenge

Among other things, figleaves.com needed assistance with:

- Increased service levels for current infrastructure
- Reduced downtime and latency

- Systems that could cope with periods of high demand
- Reliable and swift payment and order processing
- The highest levels of security for customer information.

Customer Priorities

Bytes Security Partnerships (BSP) has been fully involved in figleaves.com's security projects for the last few years, providing firewall solutions which meet their key business need.

When BSP and figleaves.com started working together, they had an urgent need to improve the reliability of their information transfer system and reduce periods of downtime. As figleaves.com relies on its systems for payments and orders, system downtime and latency are not an option.

Customer Profile:

Company: **figleaves.com**
Established: **1998**
Industry: **Garment Retail**
Country: **UK, US, International (online)**
Revenues: **£16m**
Customers: **1.2m online**

Bytes Solutions Provided:

- System integration via Check Point
- Full support for inhouse team and SP hosted service
- Scaled firewall and email security from 300 to 8,000 users
- Continual audit of security systems and infrastructure

Key Benefits:

- Immediate and sharp reduction in downtime
- Tight cost control through project
- Lower CPU utilisation and higher throughput capability
- figleaves.com run sales and marketing promotions with confidence

“““ Projects like this enable figleaves.com to compete aggressively and adapt in a very dynamic market. We now have the ability to communicate with customers at very short notice with promotions and are then able to cope with the demand generated from those marketing activities. The relationship with BSP is a long-term strategic one. The whole BSP team are not seen as a supplier by figleaves.com, but as an extension of our IT team.

Jamie Ovenden,
Head of Operations, figleaves.com

As speed of delivery and processing is a key benefit of using Figleaves, downtime is a real risk to both sales volumes and their status as the largest online retailer of branded lingerie. Online payments need to be secure, while keeping the customer experience simple and fast.

The Solution

Firewall Improvements Proposed

The Bytes Security Partnerships team met with figleaves.com and made recommendations around increasing throughput in their current gateway firewall solution.

The BSP team recommended redeploying the firewall architecture to guarantee the service levels figleaves.com needed. Based on these recommendations, figleaves.com revised their strategy on Firewall Licensing and Platforms, whilst also controlling costs.

BSP met with figleaves.com and were able to demonstrate a solution that would take advantage of the existing infrastructure figleaves.com had, and go one step further to provide a platform that was scalable for the future.

Now, BSP fully support this infrastructure and are also developing strategies in order to refresh figleaves.com architecture even further.

The Result

After implementation there was an immediate increase in throughput capabilities, shown by a lower CPU utilisation. Figleaves.com now have the ability to do a lot more marketing, take more orders and manage the administration behind periods of high customer demand due to marketing promotions much more effectively. This has directly led to increased sales and profits.

As their systems and strategies dynamically change, figleaves.com are very happy to be working with an organisation who can adapt very quickly to their needs.



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About Figleaves

Figleaves.com is the ultimate online destination for lingerie, underwear, loungewear, swimwear, nightwear and shapewear - for men and women. Each season they launch thousands of new items and ideas across the site. Over 1.2 million customers visit the website each month and they deliver from their warehouse in the UK to over 100 countries.

They carry every style of lingerie - from bridalwear through to nursing bras. It couldn't be easier to shop with figleaves.com, customers can shop by brand, size, price, colour, style or occasion for the best selection of styles, with over 100 brands for men, women and children.

Why Bytes for Security

Bytes Security Partnerships is dedicated to delivering network security services that meet the needs of our customers.

At all stages in the relationship, our account managers and engineers focus on understanding the underlying business drivers and objectives to ensure that we provide the right solution every time.

Our experienced IT engineers act as an extension of our clients' IT teams providing security project planning, audit and health check services, 24x7 on call technical support and knowledge transfer and training services.

