



CLIENT PROFILE

Company:

Ice.com

Industry:

Online Retailer

Key Metrics:

One of the largest online Jewelers
More than half a million customers
Founded in 1999

Awards:

Voted as one of the top 50 Internet retailers by
Internet Retailer

Other Ventures:

Diamond.com
Hollywoodjewels.com

Internap Solutions:

Content Delivery Network (CDN) Services
Professional Services
Flow Control Platform™ (FCP) Solution

“Internap has allowed us to incorporate rich media into our e-commerce and online marketing efforts. They have allowed us to stream Web video to actively engage our customers and give them a feel for our products prior to making a purchase.”

Shmuel Gniwisch

Founder and CEO of ICE.com

Client Profile

Ice.com is one of the largest and most respected online Jewelers serving more than half a million satisfied customers since 1999. Voted by Internet Retailer as one of the top 50 Internet retailers, the company is at the forefront of the online retailing industry. Ice.com strives to be proactive and innovative in their approach to provide the best online shopping experience. This dedication to innovation has caught the attention of business leaders such as: Wall Street Journal, Internet Retailer, DM News, Success Magazine and The New York Times.

Client Challenge

Continuing in the company's innovative approach to providing an immersive shopping experience, Ice.com wanted to establish a way for their worldwide customers to visualize what jewelry would look like when worn. They also wanted to provide their customers with access to movie trailers, interviews and behind-the-scenes sneak peeks of celebrity jewelry sold on the site. To achieve this goal, Ice.com wanted to incorporate streaming video and an audio component into their site, bringing their jewelry collections to life. The company needed a mechanism to deliver this in a consistent fashion, while maintaining the performance and reliability of the site.

Scalability and cost were also key factors required in their solution. As they would continue to add more rich media features to the site, Ice.com needed to manage their monthly bandwidth costs and have better visibility into how their enhancement was impacting website performance as well as their traffic.

Internap Solution

To satisfy the need for consistent, reliable video delivery, as well as the need for scalability and site performance, Ice.com employed a combination of services that included Internap® Content Delivery Network (CDN), Professional Services and the Internap Flow Control Platform™ (FCP) solution.

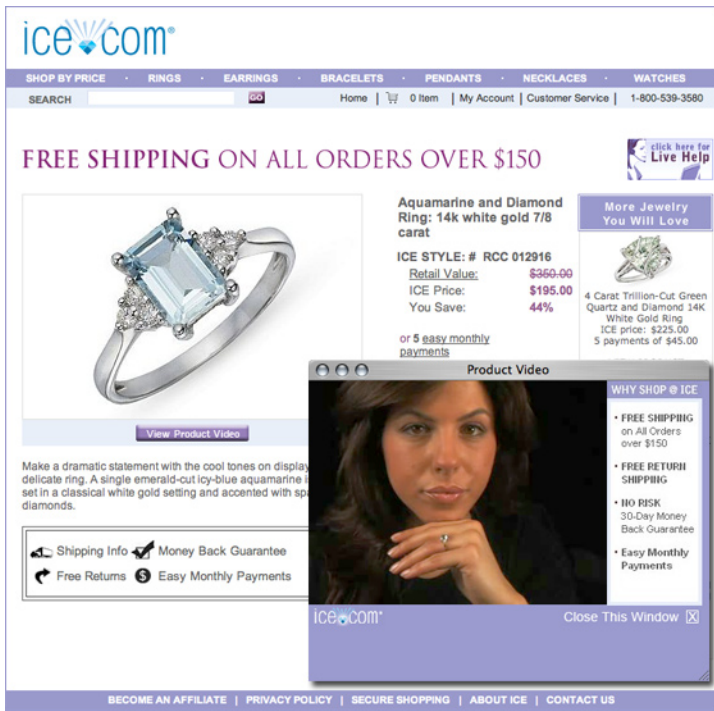
The screenshot shows the Ice.com website interface. At the top, it says "ice.com WORLD STYLE FASHION". Below that is a search bar and navigation links: "Home | 0 Items | My Account | Customer Service | 1-800-539-3580". The main content area features a promotional banner for "A by Andrea Barina" with the text: "Capture the essence of your mood with this trendy and bohemian collection designed by Andrea Barina". Below the banner is a grid of jewelry items, each with a product image, name, and pricing information. The items include:

- 18K Gold Over Sterling Silver Hot Coral Bangale Bracelet by Andrea Barina. ICE Price: \$395.00 or 5 payments of \$79.00.
- Gold Over Sterling Silver Pearl Earrings by Andrea Barina. Retail Value: \$225.00, ICE Price: \$110.00 or 5 payments of \$22.00.
- Sterling Silver Turquoise Bead Bangale by Andrea Barina. ICE Price: \$175.00 or 5 payments of \$35.00.
- 18K Rose Gold Over Sterling Silver Hoops by Andrea Barina. ICE Price: \$85.00 or 4 payments of \$21.25.
- 18K Gold Over Sterling Silver Tourmaline and Peridot Bangale Bracelet by Andrea Barina. ICE Price: \$165.00 or 5 payments of \$33.00.
- 18K Gold Over Sterling Silver Hoops with Diska by Andrea Barina. ICE Price: \$85.00 or 4 payments of \$21.25.
- 18K Gold Over Sterling Silver Pink Tourmaline and Garnet Bangale Bracelet by Andrea Barina. ICE Price: \$150.00 or 5 payments of \$30.00.
- 18K Gold Over Sterling Silver Ruby and Pearl Hoop Earrings by Andrea Barina. ICE Price: \$175.00 or 5 payments of \$35.00.

At the bottom of the page, it says "Page 1 2 3" and "Coupon Policy | Privacy Policy | Secure Shopping | About ICE".



By incorporating Internap CDN to host and deliver its video assets, Ice.com could ensure that their customers received the best possible user experience. The CDN provides a multi-layered approach of geo-targeting, optimized routing and fault-tolerant storage systems to offer the highest levels of performance and reliability. With capacity-on-demand to handle large events and unanticipated traffic spikes, the Ice.com content is delivered with high quality regardless of audience size or geographic location. The flexible structure of the Internap CDN provides instant scalability to meet end-user demand, enabling Ice.com to leverage the CDN platform rather than build out a costly infrastructure to keep up with demand.



The Internap Professional Services team built a customized Flash® Video Player enabling the company to illustrate the beauty of its products in a fully integrated fashion.

In addition, the Internap FCP solution provided the company with network performance management and monitoring across multiple Internet connections. Utilizing this solution provided Ice.com the ability to proactively analyze their network and dynamically route traffic for maximum performance and cost-effectiveness. As well, the FCP platform improves network performance up to 50 percent on average, ensuring Ice.com stays up and running and operates reliably for its customers, increasing end-user satisfaction.

The Result

Since the successful completion of the project, Ice.com now provides shoppers with the ability to visualize what jewelry would look like when worn, enabling customers to feel confident in their purchases. This enhancement has increased sales while decreasing product returns from customers.



Access to rich-media movie trailers, interviews and behind-the-scenes sneak peeks of celebrity jewelry sold on the site gives Ice.com shoppers more of an immersive, exciting shopping experience as well as turning Ice.com into more of a destination for celebrity fashion and entertainment information – keeping customers coming back for more.

The capacity level of the Internap CDN allows Ice.com to continuously add new video features and deliver them consistently and reliably without the need to anticipate spikes in traffic or implement costly infrastructure build-outs.

With the implementation of the FCP solution, Ice.com has been able streamline costs through more intelligent, cost-effective route optimization and gain greater visibility into their network performance. Additionally, they have dramatically reduced the number of error messages, page timeouts and browser lockups for consumers going to its site, enabling a more stable and consistent online shopping experience.



877.THE.PNAP
internap.com