

J. CREW

J. Crew Group, Inc.
New York, NY
www.jcrew.com

Industry:

Retail

Annual Revenue:

US\$1.5 billion

Employees:

3,000

Oracle Products & Services:

Oracle Coherence
Oracle WebLogic Server
Oracle Database

Implementor:

Oracle Consulting

Oracle Partner:

SkillNet
www.skillnetinc.com

“Oracle Coherence provides the sustainable performance and scalability we need to handle very high concurrent customer transactions of up to 120,000 customer sessions per hour during promotions and heavy shopping periods. It has brought stability to our e-commerce environment, ensuring customer satisfaction and saving us millions of dollars in unexpected downtime.” – Harsh Gupta, Manager of System Architecture, J. Crew Group, Inc.

J. Crew Group, Inc. Avoids Millions of Dollars in Lost Revenue with Reliable, Scalable E-Commerce System

J. Crew Group, Inc. is a multichannel, multibrand specialty apparel retailer. It operates more than 300 retail stores, sends out more than 40 million catalogs per year, and has a highly successful e-commerce site that brings in more than US\$650 million in annual revenue and grows more than 20% each year.

Challenges

- Provide accurate inventory information on the retailer’s e-commerce site to ensure a satisfactory customer experience
- Update inventories in near real-time, which is vital as items can sell out quickly during sales, when e-mails refer millions of customers to specific apparel merchandise
- Support heavy transaction volumes during promotions and avoid downtime, which can cost the company US\$50,000 to US\$100,000 in just 10 minutes to 20 minutes

Solution

- Worked with Oracle Consulting and Oracle Partner SkillNet to deploy Oracle Coherence in four weeks to improve performance by adding caching capabilities to the retailer’s existing e-commerce platform, J. Crew Direct, which already used Oracle WebLogic Server for clustering and load balancing
- Used caching to update inventories in-memory, without taxing the back-end database, which ensures submillisecond responses and the scalability to support the site’s average of 9,000 transactions per second, with peaks as high as 18,000 transactions per second during sales
- Achieved 99.99% availability right after the implementation, just in time for the 2009 holiday shopping season rush
- Avoided approximately US\$25,000 per year in capital expenses and another US\$30,000 per year in maintenance costs due to Oracle Coherence’s scalability, which eliminated the need to add new servers at the application cluster level
- Simplified IT deployment by eliminating the need to manually code each cluster with Oracle WebLogic Server
- Supported future expansion into other brands in the retail group