

CASE STUDY

Transaction Intelligence - Helping Virgin Monitor What Really Matters

Time to Deploy: **Less than one week**

Overview

Uniquely described as “iconic and authentic with a pinch of rock and roll”, Virgin Megastores are considered destination locations for a variety of entertainment items such as music, DVDs, movies, books, games, apparel and electronics. During peak retail seasons, these stores see volumes of up to 800,000 credit transactions per month, heavily relying on the Virgin Entertainment Group IT team to ensure that the back-end process, customer purchase process and end-to-end payments network are running smoothly and efficiently every step of the way.

The “Escalating” Challenge

CIO Robert Fort and the Virgin Entertainment Group IT team are dynamic, forward-thinking people who rely heavily on technology to augment their productivity and organizational effectiveness. Committed to driving revenue and building customer retention, their number one goal is to keep the network and critical application systems up and running. Any IT issues that may result in store system outages, application slowdowns, or credit transaction failures need to be detected, isolated and fixed in a proactive manner, prior to hitting a level of crisis escalation that can negatively impact the end customer experience or revenue stream.

Increasingly complex network infrastructures involving virtualization, SOA, SaaS, and converged networks are presenting the IT team with a new set of challenges. A lack of end-to-end network visibility is making it tough to isolate whether issues are occurring at the client, terminal, network, switch or host level. With the rapid expansion of customer facing touch points, such as award-winning listening kiosks, digital signage, and advanced POS terminals, it is also becoming more difficult for the IT team to confidently monitor and guarantee the performance of all in-store applications.

The INETCO Insight Solution

Faced with a growing disconnect between back-end service performance metrics and the front-end customer experience, the IT team turned to INETCO Insight and transaction intelligence to bridge the gap and provide immediate notification of credit card, store application and network performance issues.

The first out-of-the-box transaction monitoring solution specifically designed for retailers, INETCO Insight helps the Virgin Entertainment Group IT team truly understand what is going on underneath the hood of their payments process. The software provides a unique window into transaction anomalies such as high purchase amounts, multiple card swipes, slowdowns, failures and reversal patterns. Real-time, 24/7 event monitoring and threshold alerting capabilities helps the IT team efficiently manage by exception and proactively solve issues before they affect the end customer purchase experience and revenue stream. Visualization of the end-to-end transaction flow allows the IT team to quickly isolate and fix the root cause of network and application issues, decreasing the number of store system outages and help desk calls, while expediting the mean time to repair.



THE BOTTOM LINE RESULTS FOR VIRGIN ENTERTAINMENT GROUP

- Significantly fewer outages and credit issues that negatively impact revenue streams and customer retention
- 24/7 persistent transaction monitoring and predictive threshold alerting, without incurring the cost of extra employment resources
- A consistent, best-in-class customer purchase experience across all in-store customer touch points
- Productivity gains through exception based alerting and less crisis escalation
- End-to-end network visibility to quickly isolate whether issues are occurring at the client, terminal, network, switch or host level and expedite their correction
- Centralized, affordable management solution that requires no agents or customization and takes less than a week to deploy

“Real-time, persistent transaction monitoring gives us insight into what’s really going on underneath the hood of the payments process. With INETCO Insight, we can spot issues before they fracture the process, and transparently fix these before they affect the customer’s purchase experience.”

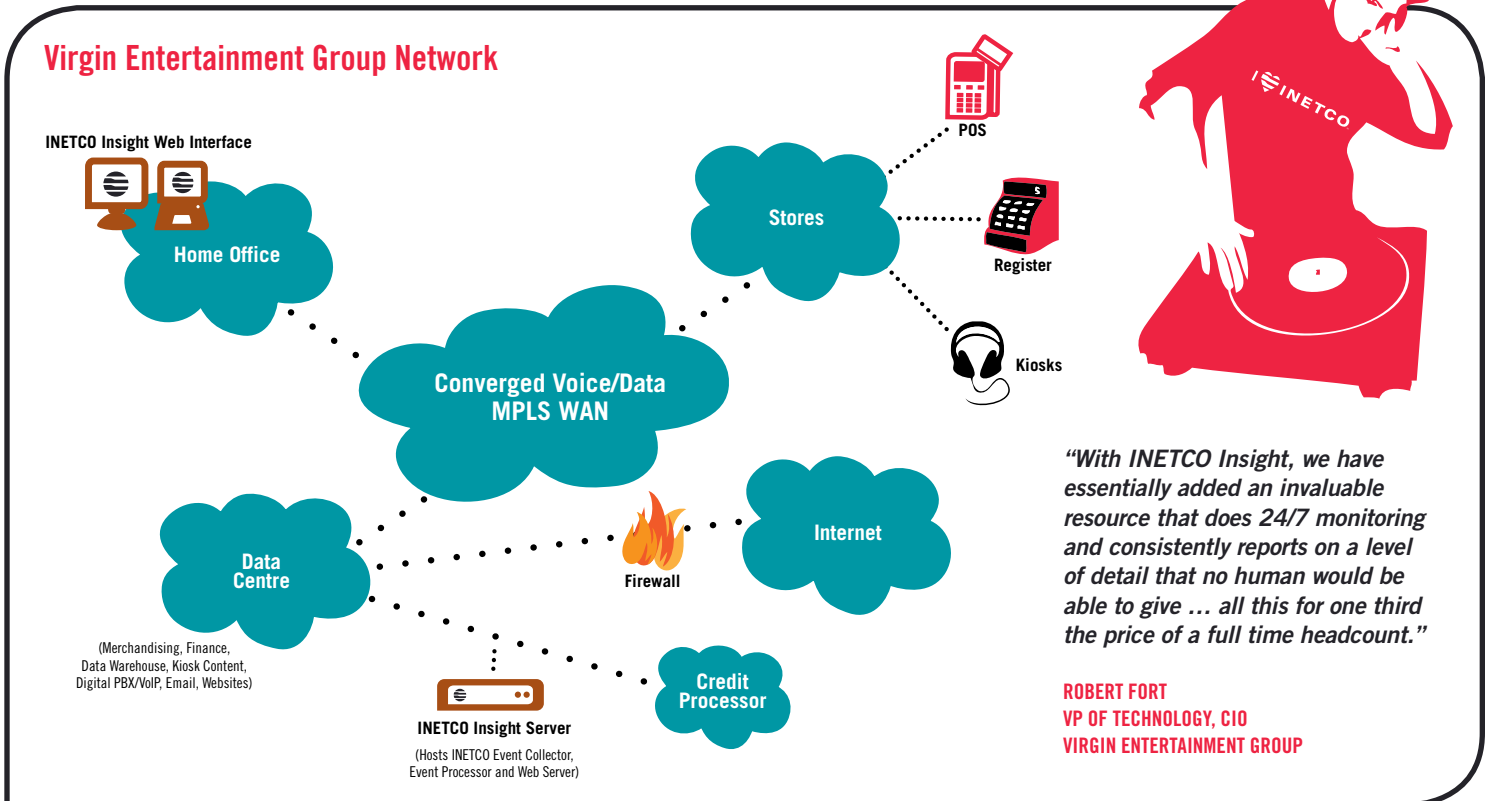
ROBERT FORT
VP OF TECHNOLOGY, CIO
VIRGIN ENTERTAINMENT GROUP



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What's Next

The Virgin Entertainment Group IT team will continue to partner with INETCO as they extend the INETCO Insight technology platform to include real-time monitoring and end-to-end visibility into other business critical transactions and processes.



Real-time transaction intelligence is processed by the centralized INETCO Insight server and displayed as a consolidated, customer-centric view of network and application performance.



Virgin Entertainment Group is the world's leading multi-channel music and entertainment retailer, providing customers with a range of entertainment experiences through a family of integrated Virgin-branded businesses. Virgin Megastores and Virgin Megastore Online at www.virginmega.com are integral parts of a strategy to provide entertainment customers with what they want, how they want it, and when they want it. For more information, or to check out the location of the nearest Virgin retail, go to www.virginmega.com or www.virginmegamashup.com.



INETCO Systems Limited creates business transaction intelligence solutions to help companies manage the performance of customer facing applications. The Company's core technology, INETCO Insight, provides both real-time transaction information and historical trending analytics to quickly identify issues impacting business critical processes, payment revenue streams, and the online customer experience. A recognized technology leader in the TCP/IP payment transactions space, INETCO products are currently deployed within financial, retail, and telecommunications IT environments in over 50 countries. INETCO is based in Vancouver, British Columbia. www.inetco.com

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