



## Case Study

Intel® Xeon® processor  
technology

# Retail Stores Boost Sales Online

## Jammicron Open Doors to Web Stores Powered by Intel

**JAMMICRON**

**Qwik**

WEBSITES FOR RETAILERS

In providing a 'software as a service' solution, Jammicron needed a dependable and scalable network infrastructure. To ensure rock solid reliability, Jammicron hosts all its merchants' web stores on a server infrastructure powered by Intel® Xeon® processor technology.

Jammicron started in 1999 to help retailers enhance their online presence by offering revenue generating extensions to their business. Jammicron built a scalable open source solution for bricks and mortar retailers looking to move from product catalogues to full online retailing.

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"Performance and reliability are critical for our clients. If your online store is down, you're losing business," says Jammicron Founder and President, Darren Fraser. "The key to a successful online store is that it's open 24/7."

### Cooking Up Online Sales

Five years ago, Vancouver's Cookworks, with two downtown retail locations, moved its online store to Jammicron. Although an experienced online retailer, the company needed a more reliable web store.

"We started in business 12 years ago. We knew then that more and more people were shopping and seeking information online," says President Dave Werner. "The cookware industry has benefitted from the trend towards cocooning and people wanting to stay home to entertain as the economy changed."

Building a robust online store has allowed Cookworks to reduce other marketing expenses. "I saw the Internet as a great tool. It's an inexpensive way to get our products out there without having to pay printing and catalogue costs," he says. "It started as a way to expand our bridal business but we've grown to a full online retail store."

Werner says Cookworks invested a lot of energy in online sales because they see its growth potential. In the past 12 months, Cookworks' web traffic has grown by 32% and sales from its online store have increased, while the number of abandoned shopping carts has dropped by 4%.

"We're not talking about huge numbers but we are seeing large growth and momentum. Especially when retail growth has slowed in the last year, we are lucky to continue to see positive numbers online," says Werner.

For a small company like Cookworks, a reliable online presence is essential. "We need to be up 100% of the time or we start to get calls," says Werner, adding Jammicron's online web store has allowed the company to appear larger than it is and appeal to people beyond the Vancouver region to other provinces and the US. "Without our online store, we would lose those customers."

With a newly remodeled store featuring a kitchen, Cookworks now offers cooking classes and demonstrations. Cookworks uses its web site, hosted on Jammicron's servers with Intel Xeon processor technology, to provide some registration for the events. Werner says they are also experimenting with other types of social media to connect with customers beyond the shopping experience.

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### **Integrated Inventory Saves Time**

Before moving to Jammicron, Cookworks was entering data into its Point of Sale (POS) system, as well as its web site for online sales. Jammicron automatically uploads data directly from the POS system to the web site, and resizes images for optimal web viewing making it easier for Cookworks to keep everything up to date. The information is uploaded to Cookworks web site with Jammicron's servers powered by Intel Xeon processor technology making sure customers have the most up to date pricing and colour information about their favorite serving dishes.

"If we change a price or description it changes right away; it is very quick and we can remove items right away," says Werner, noting they have cut staff time in half since they only have to enter data once. "Customers coming to our site depend on accurate information. If we put an item on sale, it needs to show up on sale online as well."

In addition to providing integration with POS systems, Jammicron has integrated different shipping methods including courier and mail into the online store. "It takes the guesswork out of it," says Fraser, noting that shipping errors cut into profit margins so it needs to be accurate.

### **Web Drives In Store Sales In Down Economy**

Fraser has found merchants use online retailing to cross sell, driving in-store sales with online stores or online purchases by in-store customers. For example, a customer may research products online and then head to the store to make the purchase, while others will browse stores for ideas and then make final purchases online, saving a return trip and needing to carry purchases home.

Following the downturn in the economy, Fraser has found some merchants have slowed plans to open new locations but can still grow their business online. "The overhead and costs are lower; you can still expand your customer base and revenues online for a fraction of the cost," he said, noting many Jammicron retailers have seen web revenues above 20% of total sales, well above industry average.

Fraser adds that he has merchants who went from no e-commerce solution to doing more than \$250,000 online, which is more than 100 times the cost of the annual subscription for the web store. "In this down economy, we have clients who are still recording record years," he says.

### **About Cookworks**

With two stores in Vancouver's downtown, Cookworks is a family-owned retailer specializing in providing customers with the latest cooking and kitchen accessories from around the world. With full-service gift and bridal registries, bridal consultation, online store and in-store events, Cookworks' business is growing to meet the local and international needs of its customers.

### **About Jammicron**

Based in Vancouver, Jammicron helps bricks and mortar retailers leverage e-commerce solutions to help increase store and online traffic that boosts sales. The company has developed a range of hosted applications that deliver effective online sales, gift registries and internet marketing solutions to fit the unique needs of small to medium sized retailers, allowing them to open up a world of web-based selling.



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