



VIP and Wine Country Gift Baskets -- Protecting Revenue and the Buyer Experience

Wine Country Gift Baskets® (WCGB) has provided distinctive, high-end gift baskets filled with gourmet food, fruit, coffee and wine for delivery to consumers and businesses for more than 35 years. They have seen tremendous growth over the last decade with their existing loyal customer base and experienced significant year-over-year increases in seasonal demand.

For more than twelve years, VIP has partnered with WCGB to prepare for the seasonal onslaught of customer orders. Additionally, recent socioeconomic factors have further increased the demand for online retail and delivery services, adding additional consistent volume to their eCommerce site, winecountrygiftbaskets.com.

Annually, VIP's professional services, combined with Micro Focus LoadRunner (LR) software simulate and measure the behavior and performance of WCGB's primary order tracking and shipping systems under a heavy load. VIP develops LR scripts that simulate tens of thousands of transactions from thousands of concurrent users.

These full-scale tests simulate external customers placing orders through the company's responsive website, sales associates placing orders through the internal sales portal, and tracking of orders via WCGB's highly-customized



By the Numbers (as tested):

Website requests in excess of 12,000,000/hour

Website order entry of 25,000+ orders/hour

Contact center order entry of 1,100+ orders/hour

Order processing of 60,000+ orders/hour

shipping system. VIP utilizes LR software to analyze the performance of these transactions under load to get a comprehensive view of the user experience, as well as the stability of WCGB key components across the enterprise. These tests are run iteratively while VIP and WCGB staff work together to resolve any areas of concern and fine-tune the system for optimal performance.

“VIP stress tests our entire IT infrastructure ahead of our busiest seasons. Together, we proactively identify any areas of concern before they impact our ability to support our customers and deliver the high levels of service they have come to expect from us. VIP is integral to that success.”

— *Al Niemuth, General Manager, Wine Country Gift Baskets*

Ultimately, the collaboration between VIP and WCGB improves the speed and efficiency at which the company is able to service their customers, delivering a superior shopping experience while protecting the company's bottom line.

This client success was made possible in partnership with Micro Focus.



Visionary Integration Professionals (VIP)

A strategic approach to drive results

VIP offers a diverse solution portfolio that allows organizations to better align strategy with execution. The most effective path to achieving success requires dedicated teams, proven methods, and adaptability to tailor our solution offerings to meet the unique needs of our clients. Our management consulting and technology solution capabilities provide the visibility, proven execution, and agility to accelerate strategic change. VIP has partnered with 1,200+ clients to deliver results that matter.