



The PHP Company

testing every scenario is impractical. There's complex code behind the scenes, layered on top of load balancing. At the end of the day, we knew we either had to go back in and rewrite the code or address the problem in a new way."

More Visibility and Control

"Zend provided an integrated monitoring and management platform that allowed us to migrate code across Development and QA with confidence that our servers are identical," said Long. "We now have greater visibility, proactive problem alerts, and better error handling capabilities in our toolset. We can go to the Zend Web Console to review event logs, without having to write our own event notifications. Custom event firing is a real advantage. For example, if an event occurs during a credit card authorization, Zend automatically sends us an email notification with severity level indicated. We can quickly see if an issue needs immediate attention or if we can check the log later for analysis. There's no need to divert our team unnecessarily from coding. Problems can be prioritized and dealt with more effectively and we're no longer forced to work on first-in, first-out basis for troubleshooting."

Configuration and Session Management

"Synchronized configuration allows us to configure once for our entire e-commerce system," said Long. "Without Zend's configuration support, we would have to devote the same amount of time for each server. When we implemented session clustering, it was like flipping a switch. It was a huge benefit for us in terms of reducing the Web workload on our servers. We were able to develop in a single server environment, and then move seamlessly to the cluster environment. We have gained the ability to manage sessions regardless of which server the user was being served from, so data would not be lost."

Performance Optimization

"The Zend Web application server enables us to manage content more efficiently for production and staging across our affiliates' systems," said Long. "It's easier now to support continuous updates to Levolor's product customization options, which number in the billions, and connect Levolor affiliates through our MySQL back-end database servers to provide these updates in a timely manner. In addition, Zend's Job Queue feature gives us the ability to maximize our server resources, and run these processes efficiently in the background, without disrupting the flow of e-commerce activity during business hours."

"With Zend Server's code tracing and optimization capabilities, after we launch a site, we can dig in knowing we're well prepared to begin caching

and other performance optimizations. Zend is also highly scalable, so we don't have to touch our code; we can just add or take down a new server and keep going."

PHP Reliability and Intelligence

"Zend tests and delivers all hot fixes for PHP," said Long, "which frees us up to focus on development. The fixes are easy to run, and we have the confidence of knowing that we are always current with PHP, without having to spend time and divert resources to research it. Three of our developers have completed valuable Zend training programs at various levels. During a recent server migration, we availed ourselves of Zend professional consulting services. We didn't have the time or internal expertise to research the steps and do the full migration on our own. Having access to Zend experts was a huge help to us. They accessed our

servers remotely and guided us through the server migration, which accelerated the process and helped us avoid unnecessary trial and error while allowing us to focus on other aspects of the project."

Supporting Business Growth and Improved ROI with PHP and Zend

According to Long, "When it comes to ROI, we consider our investment in Zend technology to be a benefit on several fronts. It is easy to manage the PHP stack, and the strength of the error detection and reporting helps us reduce the time spent troubleshooting while increasing application availability and responsiveness. With session clustering alone, Zend more than paid for itself the moment we flipped the switch."

"We need to ensure that Levolor customers experience a flawless shopping and ordering experience, including use of our online website feedback tool and live chat," said Long. "In addition, our retailers need to know they can connect reliably and share information

with Levolor account managers via email. If application errors occur at any of these touch points, we know our E-Business team can deal with them quickly and minimize or eliminate impact to our users because they now have more visibility and control of the Web application platform. When they can resolve issues without having to try and reproduce them, we can avoid a lot of unnecessary downtime."

"We polled customers following the Zend implementation, and they reported an immediate and noticeable improvement in the overall quality of their online shopping experience," said Long. "Internally, we saw less load, even during peak use periods. Even with more users, more products and more sites to manage, we have gained the ability to maintain SLAs across our network of affiliates. We like the future-proof aspect of working with a company like Zend that can provide us with ongoing support of PHP as well as training and a certification program. In terms of overall satisfaction, we simply wouldn't run our sites without Zend."

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Eric Long
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