



Chinese online cosmetics retailer strengthens market position

Lefeng.com deploys a virtualized, scalable platform to meet massive consumer demand for its products and achieves savings of US\$326,000

Customer profile



Company	Lefeng.com
Industry	Retail
Country	China
Employees	2,200
Website	www.lefeng.com



Business need

As an online cosmetics retailer, Lefeng.com needed a high-availability and consistent user experience during peak sale periods where millions of hits to the site impacts performance and affects profitability.

Solution

The company partnered with Dell to implement an end-to-end high-performance solution for Lefeng.com based on Dell™ PowerEdge servers and Dell PowerVault storage arrays. Dell Latitude tablets, Dell Precision workstations and Dell OptiPlex desktops were deployed across the organization.

Benefits

- Consistent retail experience drives 50 percent repeat visitor numbers
- Consumer value delivered through \$326,000 in savings
- Site stability improves from 15-fold increase in available capacity
- Risk of downtime reduces due to high-quality services
- Long-term goals met through end-to-end solution

Solutions featured

- Data Center Virtualization
- Desktop Computing
- End-User Computing
- Enterprise Consulting
- Data Center
- Support Services

“Based on the success of the Peach Blossom Festival sale, we can now handle millions of registered users hitting Lefeng.com and making purchases at exactly the same time while delivering a highly personalized user experience. With the performance delivered by the Dell PowerEdge servers, we are confident that we can continue our massive expansion.”

Zhou Qiuye, Operations and Maintenance Director, Lefeng.com

Lefeng.com is a business-to-consumer online cosmetics retail site in China with 12 million registered users. As well as selling well-known brands, Lefeng.com has around 20 in-house products, which accounted for 40 percent of its US\$310 million in sales in 2012.

“We know that over 50 percent of our customers are repeat buyers and that they trust our site to deliver a great shopping experience. We now have a very stable platform that we know will meet our project sales figures as consumers continue to grow.”

Zhou Qiuye, Operations and Maintenance Director, Lefeng.com

With severe spikes in visitor numbers during promotion periods and with sales figures predicted to double in the next couple of years, Lefeng.com required a high performance platform that would scale to meet the visitor volume needed to reach its projected sales figures.

The online cosmetic market has exploded in recent years, with a record 200 percent growth compared to 18.7 percent for traditional retail outlets. This places immense pressure on online beauty cosmetics retailers fighting for market share to deliver greater value and a more outstanding user experience than their competitors. Lefeng.com recognized that it needed to optimize its infrastructure to continually improve the performance of its cosmetics website. With millions of users on the site and tight margins, delays can have a severe impact on user experience.

During sale periods, Lefeng.com experiences a 10-fold increase in traffic to the site and the approaching annual Peach Blossom Festival promotion would place greater extreme pressure on the site from millions of unique visitors. Lefeng.com needed a solution to support and respond to spikes in activity. Zhou Qiuye, Operations and Maintenance Director, Lefeng.com, says, “With millions of registered users and a huge advertising campaign in place prior to the promotion, we estimated we would need to scale the infrastructure by at least 15 times the existing capacity to meet our predicted sales numbers.”

Consumer value delivered through \$326,000 in savings

The company considered solutions from IBM, HP, and Dell. In developing its proprietary software, Lefeng.com wanted a partner with an open

standards approach to infrastructure platform. As well as this, critical to the partner selection was the price-performance ratio of each solution, service capability and response time. “We were looking for a long-term partner who adhered to open standards and would deliver high performance at the best price-performance ratio. After rounds of performance and stability testing, by working with Dell Consulting Services we found that the virtualized Dell infrastructure delivered stability and the high-density memory and fast processing required for our software applications, while saving space,” says Zhou. Lefeng.com deployed Dell PowerEdge R720 servers with Intel® Xeon® processor E5-2600 family and Dell PowerEdge R710 servers with Intel Xeon processor 5500 and 5600

Technology at work

Services

Dell Consulting Services

Dell Support Services

– Dell ProSupport with
Mission Critical 4-hour
Onsite Response

Hardware

Dell Latitude 10 tablets

Dell OptiPlex 7010 desktops

Dell PowerEdge R720 servers
with Intel® Xeon® processor
E5-2600 family

Dell PowerEdge R710 servers
with Intel Xeon processor 5500
and 5600 series

Dell PowerVault MD3200 arrays

Dell Precision T1650
workstations



series connected to Dell PowerVault MD3200 arrays to meet the extreme demands from millions of users making simultaneous purchases online. Zhou says, "We can now scale the system within one to two hours through virtualization rather than the three days it would take us previously. Due to the efficiency of the infrastructure we've achieved savings of \$326,000 from the implementation of the Dell end-to-end solution."

Site stability improves from 15-fold increase in available capacity

When the Peach Blossom Festival promotion occurred, Lefeng.com's capacity to handle the spike in visitor numbers increased 15 times compared to the previous year. The Lefeng.com site successfully executed one million orders and generated US\$19.8 million in revenue during the 24 hour promotional period, with users experiencing a stable website that delivered the same consistent performance across a range of devices. "Based on the success of the Peach Blossom Festival sale, we can now handle millions of registered users hitting Lefeng.com and making purchases at exactly the same time while delivering a highly personalized user experience. With the performance delivered by the Dell PowerEdge servers, we are confident that we can continue our massive expansion," says Zhou.

Instant access to data aids decision-making

Senior management now has fast access to various data to ensure prompt decision-making during high stress periods through the deployment of Dell Latitude 10 tablets. In terms of information security, Latitude 10 has the business level security protection and data encryption functions that ensure information security. As for maintainability, Latitude 10 tablet uses high capacity replaceable batteries that significantly extend its life, thereby

reducing the total cost of ownership. Employees working from the company's Beijing office use Dell Precision T1650 workstations and Dell OptiPlex 7010 desktops for development and testing. Zhou says, "Through our partnership we get to test the latest products from the Dell roadmap, which means that we can plan ahead and know exactly what works best for our company when we need to refresh our existing equipment."

Consistent retail experience drives 50 percent repeat visitor numbers

With over 12 million users in China, there is huge potential for Lefeng.com to use its online retail site to reach more consumers and meet their demand for its in-house brands. However, increasing competition through frequent sales and discount periods places extra pressure on infrastructure to meet the company's sales targets. With an optimal price-performance ratio, Lefeng.com can decrease costs while improving performance to enable more visitors to the site and increasing sales. "We know that over 50 percent of our customers are repeat buyers and that they trust our site to deliver a great shopping experience. We now have a very stable platform that we know will meet our project sales figures as consumers continue to grow," says Zhou.

Risk of downtime reduces due to high quality services

High-availability is critical to the long-term business sustainability and profitability of an online retailer. Lefeng.com ensures consistent operation through Dell ProSupport with Mission Critical 4-Hour Onsite Service. "All we need to do is make a phone call to Dell and within four hours we will have an engineer onsite and a replacement piece of equipment. This level of support is critical for a site that must remain highly available," says Zhou.

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Long-term goals met through end-to-end solution

With preparations for an IPO, Lefeng.com is developing a long-term partnership with Dell to support its future plans. Li Jing, Founder of Lafaso Group, says, "We are excited about the future and how Lefeng.com will continue to expand within the online retail space. With the end-to-end solution from Dell we now have an innovative edge over our competitors through the personalized experience we can deliver to each customer. With our in-house brands growing and more than 10 million consumers switching to the internet for convenience and lower prices, Dell is a trusted partner to support the expansion of our business."

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