



Replication case study

Issue

Charming Shoppes is a multibillion dollar, multi channel fashion apparel retailer for plus size women. It has over 2500 stores across US. The management wanted to create a multi site failover solution for existing Gift Card application. The current solution does not have a failover even within the same site. Outsourcing the gift card processing to outside companies could cost the company millions of dollars per year. The company could process the gift card in-house at a fraction of that cost. If the application is not available, gift cards could not be processed in the stores and could result in customer defection, customer dissatisfaction and loss of millions of dollars in revenue.

Solution

We were hired to architect a multi site failover solution for the Gift Card application. We reviewed the existing situation and came up with a solution to have a failover cluster in the corporate headquarter and to have a failover site in another state. The old application was upgraded to a newer version by a company in Florida. We worked closely with that company to map the fields from the old application to the new database. We came up with a replication solution to replicate the data real time from corporate headquarters to the second location in another state using SQL Server transactional replication. We redesigned the database to support the replication features.

Result

The application was available 24/7. Should something happen to one site we were able to failover the application to the other site within minutes. The data was kept in sync all the time. We were able to save the company millions of dollars. Previously unavailable solution is now available to them.