

Small Business Case Study

Intel® Centrino® mobile technology, Dual-Core Intel® Xeon® processor technology, Hyper-Threading Technology, Intel® PXA901 processor
Company Size: 1-25



Canfone dials in affordable e-Commerce with Intel

Case Summary

Canfone has grown from selling web hosting services into a company specializing in affordable e-Commerce and shopping cart solutions. Reliability, uptime and scalability are key factors to effective Web-based business, and Canfone is finding success in the niche area of affordable e-Commerce solutions by building its business on Intel® server technologies.

Challenge

"Small businesses that are doing business on the Web need an affordable way to take secure online orders," says Canfone CEO Ben Blakley. "When we started in business, a small business looking to sell online would need to hire a Web development company with expertise in e-Commerce, which could be an expensive and time-consuming proposition. We knew small businesses needed a better way."

With a stream of new clients signing up with Canfone, the company needed to scale up the servers in its U.S. collocation facility quickly, to respond to increased demand for dedicated and shared server space. In addition, Canfone's clients wanted to build increasingly complex Web sites with e-Commerce options. Blakley also wanted increased redundancy to further protect customer accounts, which are nearly doubling every year.

"E-Commerce is taking off. Companies who would have never used e-Commerce capabilities are now adding it to their Web sites or starting new online businesses. We need to be able to rapidly deploy our solutions," says Blakley, adding that e-Commerce transactions take more bandwidth and processing power than static Web sites.



“Small businesses that are doing business on the web need an affordable way to process online transactions... We knew [there was] a better way.”

While Canfone hosts some of its clients on desktop computers with Intel® Pentium® 4 technology, Blakley says that Intel® Hyper-Threading Technology (HT) allows them the flexibility to offer lower cost solutions by more effectively utilizing computer resources to maximize processing power. Despite the speed of the existing desktop computers that they were using as servers, Blakley knew Canfone needed more speed and more power to meet the growing needs of customers who were adding e-Commerce shopping carts and content management solutions to previously static sites.

Solutions

Canfone upgraded some computers to servers with Dual-Core Intel® Xeon® processor technology to meet growing speed and processing needs. While some clients remain hosted on desktop computers, the company knows it's critical to provide more speed and processing power with servers using Dual-Core Intel® Xeon® processor technology. Canfone also upgraded its hardware to RAID5 disk arrays to share data across three drives, providing increased reliability and data safety.

Blakley says customers are noticing the upgrade.

“It's been really fast. With e-Commerce, you have more complex interactivity with clients and when you have 50 customers connecting at any time, it taxes older systems,” says Blakley. “There are real advantages to having the faster CPU, and you really notice the increased speed when pages are

loading. I noticed it with my own Web site and had lots of positive feedback from clients.”

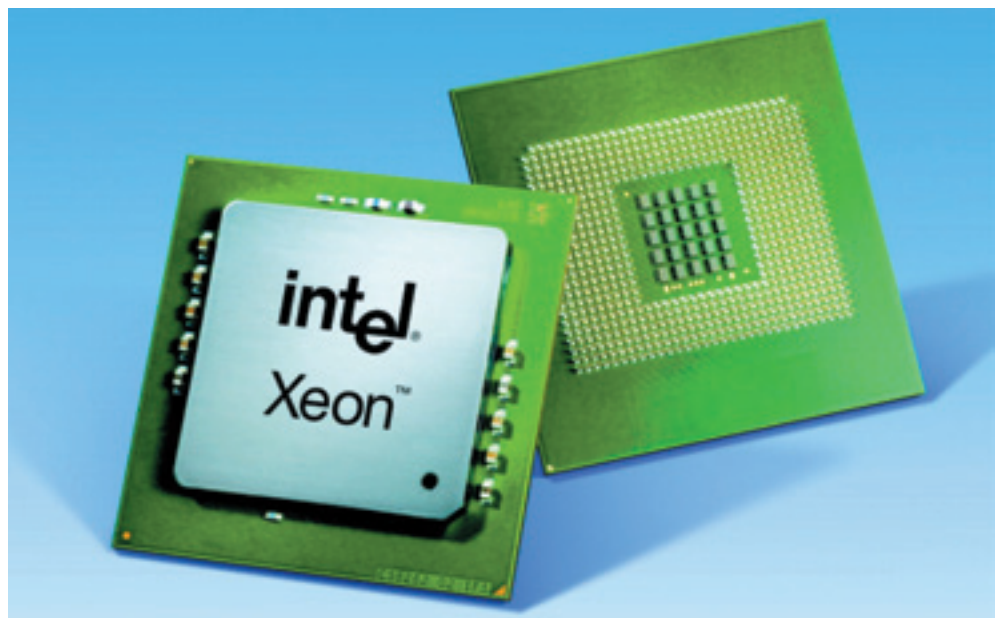
At the desktop level, Canfone's staff of three all use notebooks for mobility and to ensure rapid response to client demands. Blakley says they are using a combination of notebooks with Intel® Pentium® 4 technology and Intel® Centrino® mobile technology as well as the latest BlackBerry 8700 featuring Intel® PXA901 processor technology. The combination provides instant access to e-mail and Internet connectivity while on the go.

Key Advantages

Building in redundancy and security has been important to protecting the business and their clients' corporate data. Blakley notes that customers are given a full month's refund if their Web site goes down unscheduled, so Canfone loses money if their hardware fails. With servers running on Dual-Core Intel® Xeon® processor technology, Blakley is assured of the redundancy he and his customers require.

Clients Cash In With E-Commerce

For clients, the upgrade to servers with Dual-Core Intel® Xeon® processor technology has also meant they can offer more creative online services to their employees and customers. One company has added an employee content management solution to their virtual private network; another has launched an online component to its small



retail outlet. Today, customers can not only order online, but can also book other services from their computers. All the solutions are made possible with Canfone's eStore Premium* service that is linked into real-time shipping quotes from Canada Post and real-time payment processing from PsiGate.

"We offer a custom solution that allows companies to move from strategy to execution and we make it easy for small businesses to do e-Commerce," says Blakley, noting some hosting companies will charge more than eight times Canfone's price for a custom shopping cart solution. As an alternative, Canfone has built a program on a monthly plan that allows a small business to affordably build online solutions. Without the fast processing power of servers with Dual-Core Intel® Xeon® processor technology, the company would not have the reliability to offer this cost effective solution.

Many companies are taking advantage of this new business option. One customer hosted on Canfone's servers with Dual-Core Intel® Xeon® technology, has been able to expand from a single suburban retail store to an online business that offers new services to a much wider audience of customers. Another business moved from manual processing of credit card orders to a fully automated solution that saves administrative time and paperwork.

Connecting with secure and encrypted payment processing through PsiGate to process credit card payments in real time requires fast processing power to avoid any lag time that could frustrate customers waiting to complete their transaction. Canfone's servers with Dual-Core Intel® Xeon® processor technology allow seamless online payments for small companies.

Nothing Casual About Online Shopping

Leeann Chamberlain founded Kahshecasuals.com as a part-time business two years ago. By building the business online, Chamberlain was able to work from home and start a business offering casual clothing to customers across Canada and the U.S.

Chamberlain admits she understood little about building an online e-Commerce Web site when she started, but knew her Web site had to be easy to maintain, and needed to have a simple shipping interface to allow her to send inventory from Canada to the U.S. She also wanted to make sure her Web site was up on the Web 24 hours a day, seven days a week. She turned to Canfone and the reliability of its servers with Dual-Core Intel® Xeon processor technology to meet the needs of her growing online business.

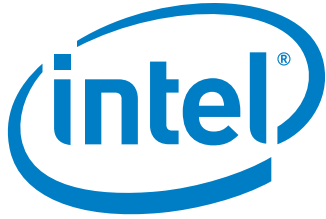
"If the Web site's down, I'm not doing any business. My new server seems to be much faster today," says Chamberlain, who was recently moved over to Canfone servers with Dual-Core Intel® Xeon® technology.

Keeping in Touch Wirelessly

As a small business, Canfone staff is constantly on the road visiting clients. Blakley says they rely on Voice over Internet Protocol (VoIP) to keep in touch.

"I can be sitting in Toronto's Union Station, open my notebook, connect to a hotspot and make calls," says Blakley. "With more and more hotspots across the country it's easier to keep in touch with VoIP and e-mail."

Blakley has noticed that his notebook with Intel® Centrino® mobile technology connects better even with weak hotspot signals and it maintains a more stable connection. He notes they are looking to upgrade all their notebooks to Intel® Centrino® mobile technology in 2006.



Future Uses

Canfone is already looking to expand its service offerings to include "virtual private server" offerings which leverage the power of the Dual-Core Intel® Xeon® technology to partition multiple virtual servers on one physical single server. The company is also looking into further upgrades of its servers with Intel® Itanium® 2 technology to support plans for streaming media for radio stations. With the need for fast processing, and no latency online, radio stations have unique demands that Canfone is seeking to tune in to.

Find out more about a business solution that is right for your company by contacting your Intel representative, or visit the Intel Business Enterprise Web site at intel.ca/business or its industry solutions specific sites at intel.ca/business/bss/industry.



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