



Children Worldwide Reap Rewards From UNICEF

Powered by Intel, Keyora's Webfoot* Keeps Online Store Open 24/7



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CHALLENGE

▪ **UNICEF Canada*** was looking to reduce fulfillment costs from catalogue sales to allow more dollars to flow directly to programs that support the world's children.

SOLUTION

▪ **UNICEF Canada Opens Online Store:** With Keyora's e-Business platform, Webfoot* running on a reliable HP ProLiant* server with Intel® Xeon® processors, UNICEF Canada opens the door for online sales, anytime.

IMPACT

- **Increasing product selection** on shopunicef.ca, coupled with traffic hitting 40,000 visitors a month during peak campaign periods, required a scalable solution hosted on a reliable HP ProLiant* server powered by Intel® Xeon® processors.
- **UNICEF Canada's servers** processed 5,000 e-cards for donations received last year, saving fulfillment costs associated with mailing physical cards.
- **Standardizing on laptops** featuring Intel® processors and servers powered by Intel® Xeon® processor 5000 sequence minimizes Keyora's downtime, which can cost the growing company more than \$1,000 for a ½ day of lost productivity.

UNICEF Canada* has been supporting children around the world for more than 50 years through innovative programs and advocacy work. UNICEF Canada is supported by Canadians through charitable donations and a robust cards and gifts program. The cards and gifts program is a catalogue service but UNICEF Canada wanted to reduce the cost and time needed to take orders manually over the phone and increase funds available for programs in the field.

"It was becoming very cumbersome, manual process to fulfill orders," says

Katherine Nip, Web Manager at UNICEF Canada. "Bringing the catalogue online with an e-commerce solution reduces costs, improves order fulfillment and makes it quicker and more efficient to process sales. The less it costs to fulfill an order, the more funds we can use to deliver programs to children around the world."

The charitable organization turned to Keyora, a Toronto-based e-business solution provider. With Webfoot*, Keyora could support UNICEF Canada's paper-based catalogue into a fully-functional online store that

Scaling For Growth



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was integrated into the charity's Microsoft* Dynamics* financial management system.

When implementing its solution, Keyora recommends servers with Intel® Xeon® processors. "From a business standpoint Intel is reliable and powerful," says president and co-founder, Jamie Lippay. "Intel-based solutions make good sense from a business standpoint. We know it's going to work which protects our reputation."

Since launching its online store in 2003, UNICEF Canada has expanded its e-business solution from traditional cards and gifts to include an inspired gifts program UNICEF Gifts of Magic*, offering donors the choice of real life-saving and life-changing gifts for children, including Gifts of Play, Gifts of Education or Gifts of Life. In 2009, the Gifts of Magic program raised \$2 million last year, 40% of which came through the online store.

UNICEF has also added a feature to send e-cards for Gifts of Magic donations. "We processed over 5,000 e-cards online in 2009," says Nip. "In the past, the only option was to have a printed card picked out and mailed so there are definite savings."

Scaling For Growth

To support the growth in online sales, UNICEF Canada upgraded its infrastructure to include a new server powered by an Intel Xeon processor.

"The new servers give us flexibility to add more functionality to our online store without burdening the system," says Nip. "We need the speed and reliability. If you are going to compete in a fast-paced competitive environment, you need hardware and software that runs well, all the time."

Additional functionality to shopunicef.ca has included automated inventory

controls. Previously, staff would manually remove items when inventory levels dropped. Today, the system links directly into Microsoft Dynamics to pull inventory in real time.

"As soon as inventory levels drop to a low stock level, the flag turns on," says Nip, adding it saves them staff time from updating manually and prevents backorders on oversold items.

"Full integration into enterprise systems is a hallmark of Webfoot," says Keyora Sales and Marketing Manager, Catherine Roberts. "Full enterprise integration reduces manual intervention and allows real time transactions, which saves time and increases efficiency."

Flexible Content Changes Sped Up

With an easy to use, intuitive web interface, UNICEF Canada has added new products to the store, changed the site's look and even featured new products or discounts without needing to hire a programmer.

"Since everything is done in real time, it's easy for UNICEF to make changes on the fly," says Roberts.

Nip adds that the user-friendly format allows marketing to self-manage content and product changes without needing a technical person for modifications.

"We were able to redesign entire site in house to enhance our customer's shopping experience, while improving web site and search engine optimization. We were able to do it all without changing core Webfoot functionality," says Nip. "One of the key benefits of Webfoot is that we can consistently refresh our website to give it a whole different look and feel."

Developing "Virtual" Results

"2008 and 2009 were tough years economically so a lot of organizations were turning away from human capital and automating technologies instead," says Lippay. Demand for automated technologies spurred Keyora's growth from 17 to 25 people last year.

Keyora has been averaging 75% annual growth over the past couple of years since the company became a Microsoft Gold Certified Partner* and a recommended solution for e-business. The company is also starting to build its own certified partner network to deliver Webfoot to companies around the world.

Keyora's staff are outfitted with Toshiba* notebooks featuring dual- and quad-core Intel® processors.

"Our developers need the speed they get with Intel processors," says Roberts. "They can open and run multiple applications simultaneously. The applications they use are data intensive so they need responsiveness from their laptops."

To cope with growth, Keyora has depended on technology investments to maintain productivity. Downtime has a real financial impact for Keyora.

"If we have downtime for a computer, we can lose as much as \$1,000 in opportunity costs trying to fix it. Half a day of downtime costs us the same as a new computer," says Lippay. "Slower computers can have a dramatic effect on staff efficiency. We are looking for reliability, dependability and enough speed for developers."

Growth prompted an upgrade to more powerful servers to support staff and product expansion. Additionally, Roberts notes Keyora has made use of server virtualization to save money by making better use of resources while improving performance.

"We can now set up isolated test environments, experiment with different software options and configurations before going live with a client," says Roberts. With powerful servers having enough capacity to manage multiple environments, virtualization allows Keyora to build environments without needing to buy additional hardware to support it.

ABOUT UNICEF

UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, UNICEF saves children's lives and secures their rights in virtually every country. UNICEF is supported entirely by voluntary donations and helps all children, regardless of race, religion or politics.

www.unicef.ca

ABOUT KEYORA

Keyora was founded in 2003 to provide companies using Microsoft Dynamics AX and Microsoft Dynamics GP with seamless, real-time e-business solutions. With its platform, Webfoot, Keyora delivers rich content to customers, employees and trading partners in a common browser format.

www.keyora.com

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