



# Features and Benefits



## The Business Challenge

vQueue is a product designed to protect busy transactional web-sites that experience large peaks in traffic. Sometimes these peaks are predictable, such as when a concert ticket is released for sale or the last minute rush for a lottery ticket before the draw closes. In some circumstances the rush for on-line service is unpredictable, events outside our control, perhaps when a news item creates heightened interest or perhaps strike or inclement weather creates travel disruptions leading to a demand for information on-line.

Whatever the cause of the demand the options to meet the rush for on-line service traditionally are met by pre-planned increase in capacity, greater bandwidth and more processing power. For many organisations this option is simply uneconomic and the larger the peak the less attractive this solution becomes.

vQueue is a way of meeting excessive demand by managing the number of users you want to have access to your system, and in the process handling customer expectation of 'instant access and response' when using an on-line system.

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## Key Features and Benefits

- vQueue keeps your systems working at 100% capacity, maximising transactional throughput resulting in the highest possible sales during very busy periods.
- vQueue provides users with a superior customer experience even during very busy periods, preserving or enhancing your on-line brand reputation and loyalty.
- vQueue is designed to work with any web-based system. vQueue requires no re-engineering of the target system reducing the cost of implementation and negating risks associated with any code changes.
- vQueue runs on its' own nonproprietary hardware and works in partnership with existing infrastructure. vQueue is installed on its' own dedicated hardware which speeds up deployment and reduces any possible impacts of changes to the existing infrastructure.
- vQueue can scale to hold an unlimited number of users in a queue. vQueue is built with both technical and economic scalability enabling vQueue to be deployed in any size of on-line system.
- vQueue protects systems not just from unpredicted load, but unpredicted slow down of the system it is protecting. In the event of the target system failing, vQueue can hold users in a queue whilst the target system is re-started. This provides users with a superior customer experience and enhances your brand reputation.
- vQueue can prioritise users allowing certain user groups priority over others. This allows your key customer groups a greater level of service, treating them with more value and making these key customers feel special.
- vQueue is more cost effective than scaling expensive on-line systems to cope with occasional peaks in demand providing you with a greater return on investment than traditional provisioning.

The queuing solution for high demand web systems.