

Success Story

MADELEINE



The challenge

The mail order business today increasingly runs over the Internet, and hence a reliable IT infrastructure is mission critical for the venerable fashion house MADELEINE. In the past, MADELEINE Mode GmbH used to rely on the IT structure of the Arcandor Group. In order to prevent the shutdown of its own online shops when Arcandor became insolvent, MADELEINE was looking for a reliable partner to provide long-term IT support and host the madeleine.de and emilialay.de sites.

The solution

The IT managers of MADELEINE Mode GmbH thus requested noris network to propose a migration concept. Responding quickly and competently to the needs of the fashion mail order company, the data center operator was commissioned to prepare the relocation. This covered the hosting of the entire IT infrastructure of the webshops, basic operations with a central firewall solution, setup of the network connections and mail servers. The project also included remote service access with one-time passwords as well as leased lines and VPNs connecting domestic and foreign locations and partners.

The successful project

After the order was placed, it took noris network AG only 70 days to completely rebuild the various websites including their complex IT structures in the redundantly secured data center. The rapid assistance in the setup of an own IT infrastructure was only the beginning of a long-term, intensive support partnership. Fail-safe systems running in the high-security data center reliably do their job to ensure that customers can shop to their hearts' content in the comfortable webshops of the MADELEINE and Emilia Lay brands. This generates 8 Terabyte of data traffic every month.

Customized IT for fashion house MADELEINE

noris network



"Thanks to the flexible and professional maintenance of our IT infrastructure by noris network, we are ideally positioned in terms of the hosting and performance of our webshops. Our webshops are available on a 24/7 basis - high performance and reliability, even in peak traffic hours, characterize how we are perceived by our demanding customers," says Simone Voit, Head of E-commerce at MADELEINE Mode GmbH.

High-quality ladies' fashion by mail order

For over 30 years, MADELEINE has been selling high-fashion ladies wear with high quality standards by mail order. The Franconian company is growing steadily, and today the MADELEINE collection is available in Germany, Austria, Switzerland, the Netherlands, Belgium, France and the UK. Although current fashion catalogs for browsing still exist, the webshop became ever more important. Today, customers can use different criteria to search for the desired outerwear, footwear, accessories and lingerie, choose between several views and then change from the selected products directly into the online shop. But effortless fashion experience for the customer is only possible with reliable technology working in the background. When the insolvency of the Arcandor Group jeopardized the company's IT operations, Nuremberg-based data center operator noris network came to the fore and became managed hosting partner of MADELEINE early in 2010.

Virtualized servers and secure networking

The webshops are operated by the fashion house's own IT organization, but the system environment, including hardware and operating system, is provided by noris network in one of its high-performance data centers in Nuremberg. A virtualization environment and load balancing mechanisms ensure that the resources are utilized evenly and even peak loads can be handled smoothly. The

storage infrastructure comprises an active system with 10TB capacity plus another 10TB for backup purposes. To protect MADELEINE against threats from the Internet, noris network also operates a firewall environment. In addition to providing the Internet connection of the webshops with a monthly 8TB traffic volume over noris network's own 400Gbps backbone, the Nuremberg-based data center experts also take care of other networking tasks for the fashion house. At MADELEINE's headquarters in Zirndorf near Nuremberg, noris network operates a wireless LAN infrastructure including the associated management platform. To support external access to the network, a remote access service using one-time passwords was set up. Leased lines and VPNs are used to connect the company's outlet centers in Forchheim, Wolfsburg and Hechingen, the boutique in St. Gallen, the European subsidiaries and selected partners.

Data & facts

- Reliable Internet access for webshops with 8 TB traffic volume per month
- Virtualization environment, 10 TB storage and 10 TB backup capacity
- Load balancing, firewall operation and remote access solution
- Fully managed VPN connection of international locations

MADELEINE Mode GmbH

MADELEINE Mode GmbH is a mail order company for women's fashion based in Zirndorf near Nuremberg. Since 1978, MADELEINE has been offering an exclusive and high-quality collection which, in addition to haute couture, business fashion and basics, also includes accessories and lingerie. The trends from the catwalks are translated by MADELEINE into the company's own style and converted into up to ten fashion collections per year. The MADELEINE collection is available in Germany, Austria, Switzerland, the Netherlands, Belgium, France and the UK. In addition to the catalog and online sales channels, there are 2 boutiques and 3 outlets.

noris network AG

Nuremberg-based noris network AG offers enterprise customers tailor-made ICT solutions in the areas of IT outsourcing, cloud services and network & security. Technological basis of these services is a powerful IT infrastructure that relies on noris network's own high-performance backbone and multiple high-security data centers. noris network AG is fully certified according to ISO/IEC 27001 and ISO/IEC 20000 and has a BSI certification for its own data centers. The data centers have been awarded the maximum rating of five stars in the eco Datacenter Star Audit conducted by eco (Association of the German Internet Industry).

noris network

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