

# IT Provisioning and Horizontal Web Scalability for Peak Sales Seasons

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Chief Information Officer

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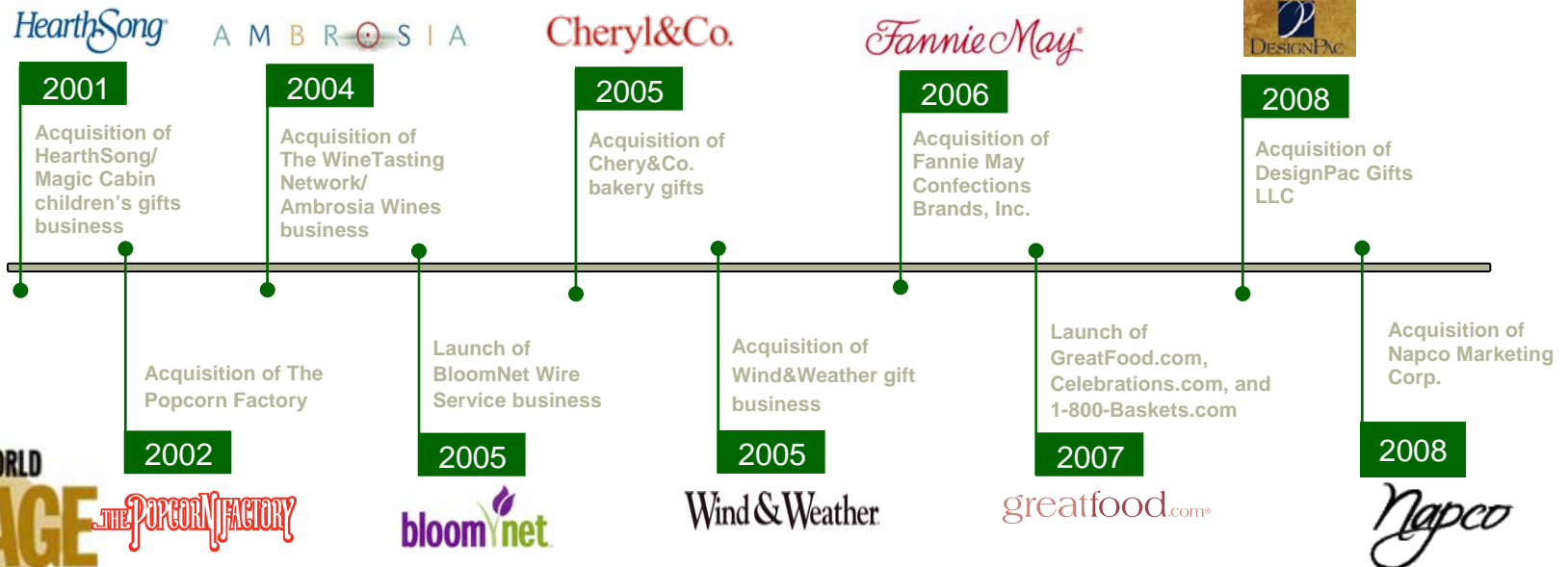
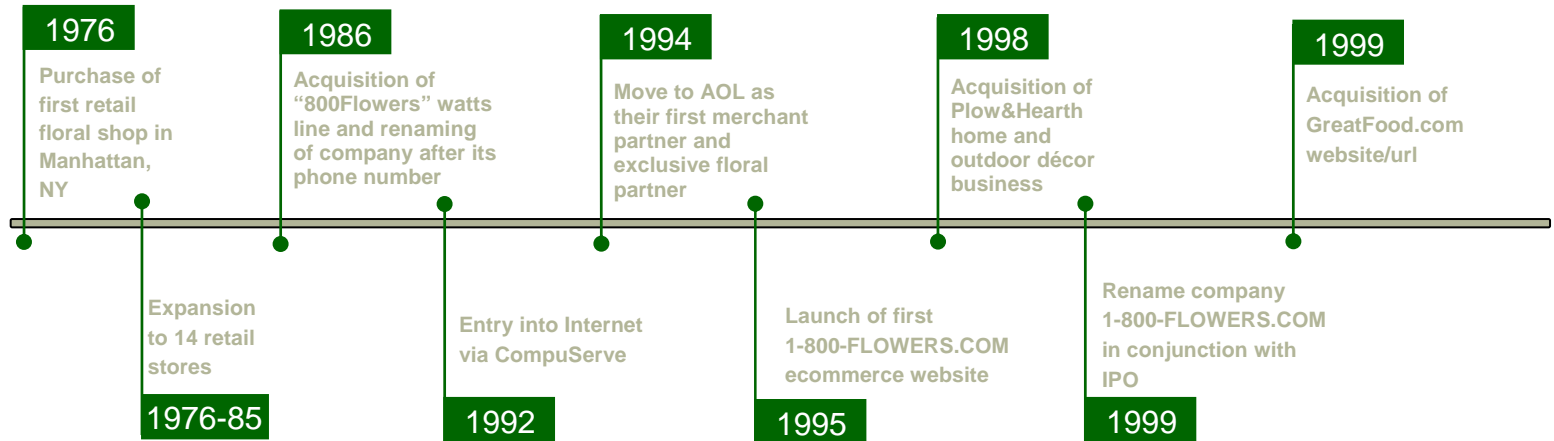
# BUSINESS PLATFORM



# 1-800-FLOWERS.COM ENTERPRISE

## 800-FLOWERS®

## Plow & Hearth



# BUSINESS ENVIRONMENT

- ✓ **#1 florist in the world. 2.5 times higher market share than the next biggest competitor in the U.S.**
- ✓ **One of the top 50 on-line retailers**
- ✓ **Three decades of floral merchandising, fulfillment and service expertise. Our CEO and President were professional florists.**
- ✓ **Best in class product assortment; Good, Better, Best merchandising; differentiated and value-added designs.**
- ✓ **Same day delivery capabilities and sophisticated fulfillment models**
- ✓ **Over 57 million visitors per year to 1-800-FLOWERS.COM website**
- ✓ **Over 100 retail stores, 70 design centers, 5 call centers and national Home Agent Network operating 24x7**

# **BUSINESS ENVIRONMENT (cont'd)**

- ✓ **Award-winning Call Centers, winner of Global Call Center of the Year by ICCM**
- ✓ **Highest customer retention of any national floral brand**
- ✓ **Over 30 million customers; acquire 3 million new customers per year**
- ✓ **Differentiated and value-added merchandising at different price points**
- ✓ **On-line media assets**
- ✓ **Unique services**

# IT ENVIRONMENT

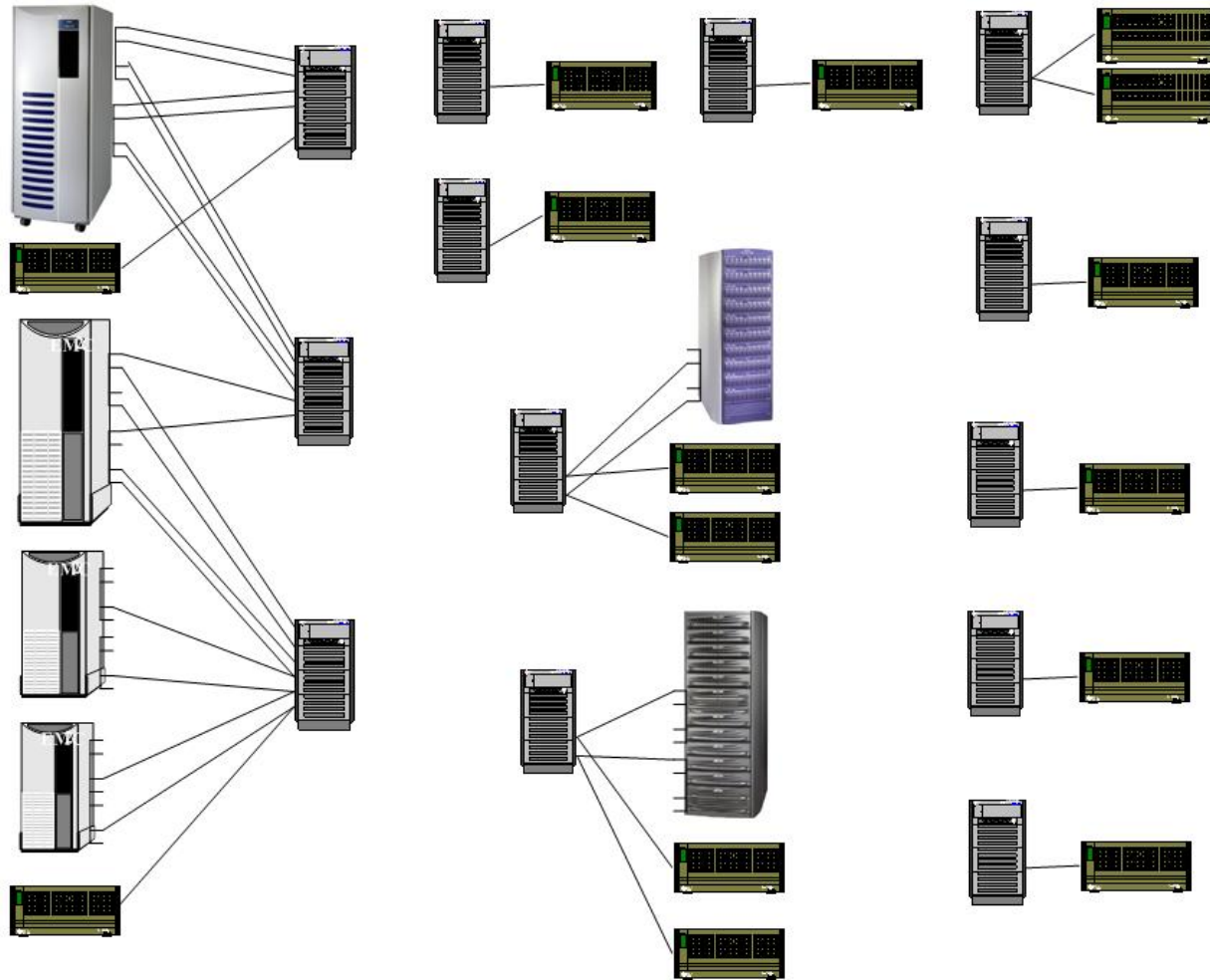
- Very complex IT environment
- Seasonal Peaks
  - Valentine's Day
  - Mother's Day
  - Christmas
- Seasonal peak on-line volume increases by 1200%
- There is a need for horizontal scalability

# STORAGE TECHNOLOGY

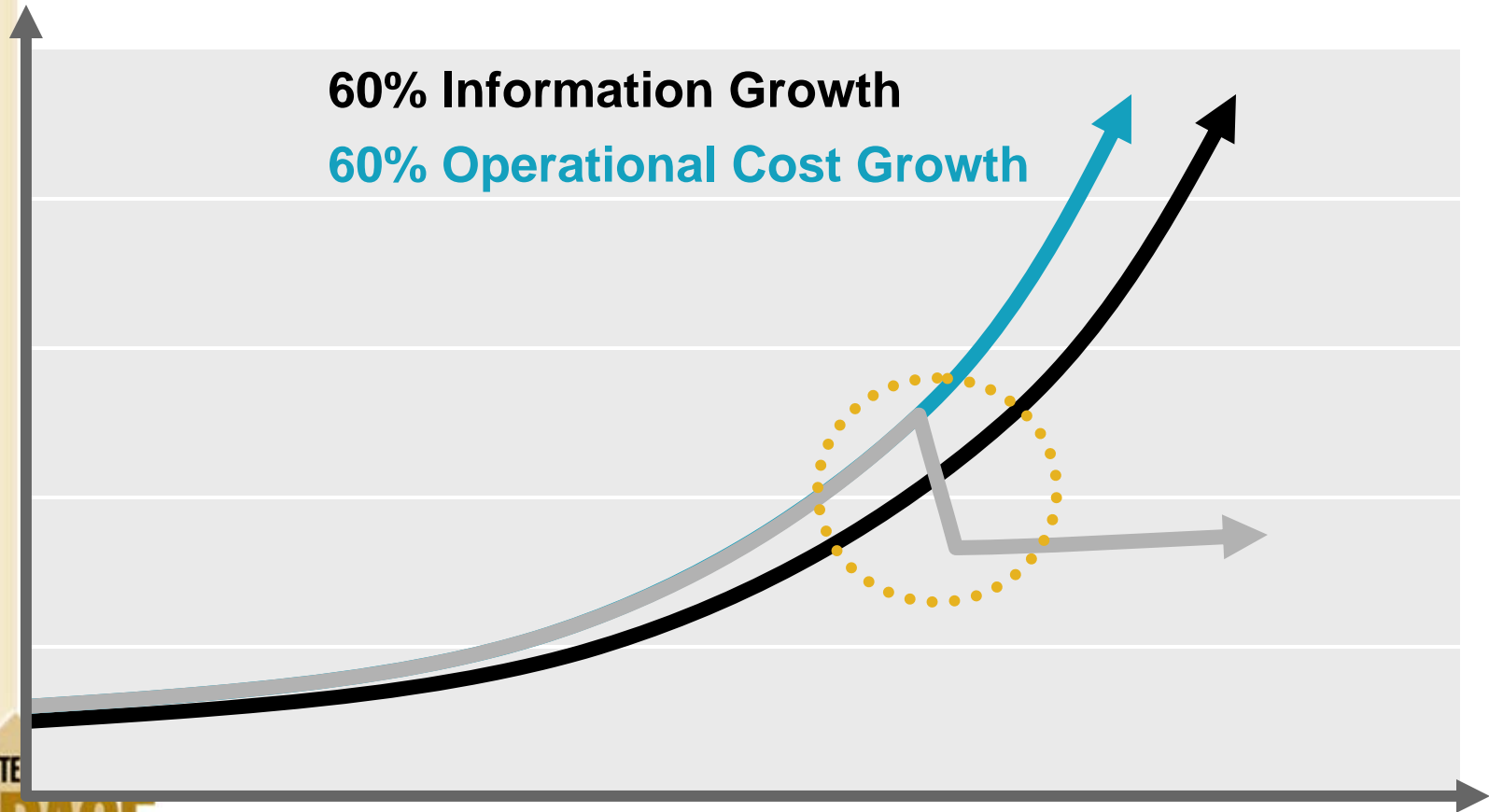
- Flexible Storage Infrastructure
- 3 production Storage Area Networks
- Time finder for business continuity
- 100 Terabyte Storage
- Helps IT Speed up and streamline business operations

# Where we were (Direct Attached Storage)

1-800-flowers.com  
FLOWERS ARE JUST THE BEGINNING...™

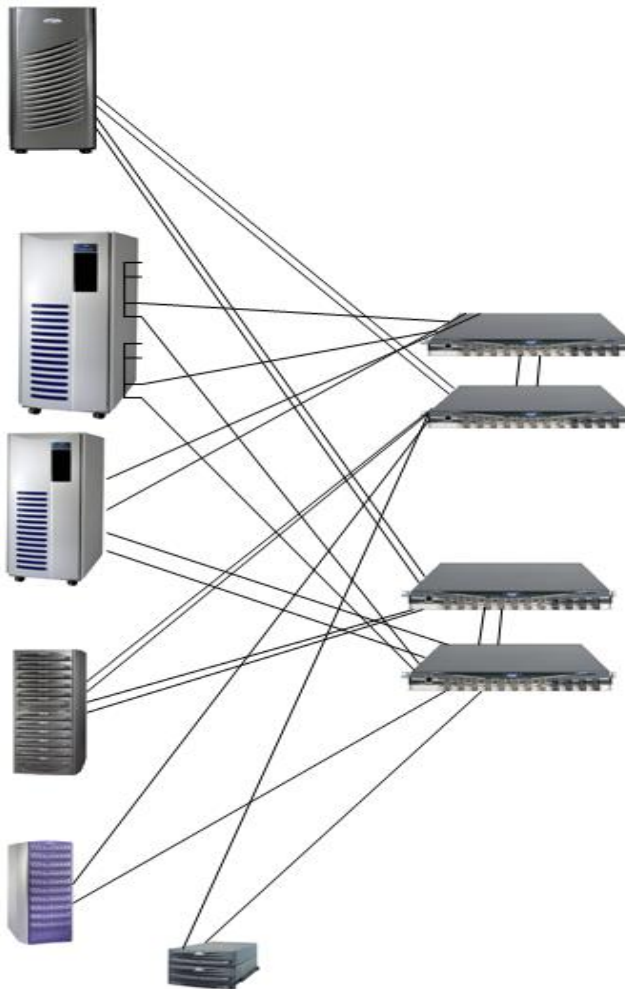


# OPERATIONAL COST ISSUE



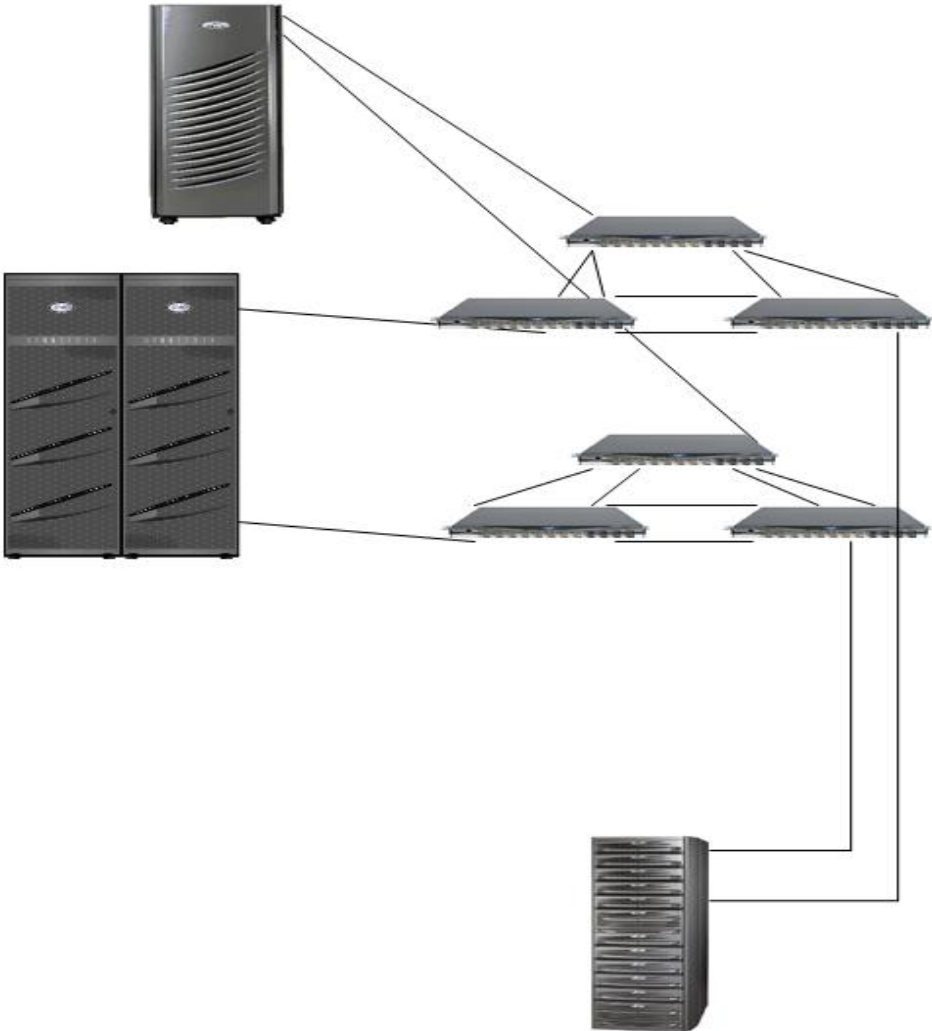
# Where we are

1-800-flowers.com  
FLOWERS ARE JUST THE BEGINNING...™



# Where we want to be

1-800-flowers.com  
FLOWERS ARE JUST THE BEGINNING...™



# HOW 1800FLOWERS WILL ADDRESS OPERATIONAL COSTS

- ✓ Consolidate physical storage
- ✓ Implement Tiered Storage
- ✓ Reduce physical servers
- ✓ Archive “less active” data
- ✓ Reduce dependency on tape
- ✓ Eliminate redundant data

