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Thursday, June 25, 2009



Connoisseurs expect the best of everything—including web site performance

There's nothing like the holidays to strain an e-commerce site to the max. To ensure its site can handle the holiday rush, K&L Wine Merchants has selected Dotcom-Monitor's suite of externally hosted network and I.T. monitoring services. The services include uptime verification, multi-page transaction monitoring and site performance monitoring.

"During the holidays it's as important as ever to know immediately if you have an issue on your site, and getting a call or e-mail from a customer who is reporting the problem isn't an acceptable way to learn of an outage," says Brian Zucker, co-owner of K&L Wine Merchants. "Immediate notifications from the monitoring system are of obvious value. And they give some performance monitoring related to site response time, which can help you gauge how well your current infrastructure is performing."

K&L Wine Merchants, No. 356 in the [Internet Retailer Top 500 Guide](#), specializes in selling a vast and constantly evolving inventory of thousands of rare and unusual wines. Its e-commerce navigation system lets shoppers sort wine selections by variety, country, sub-region, price range, critics' scores and special designations.

"As an Internet retailer, uptime and site performance are critical to our business," Zucker adds. "Our first-time and loyal customers spend several minutes browsing, researching and shopping on our site, so it's vital that we provide an enjoyable shopping experience, free from hassle."

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