

ONE KINGS LANE

One Kings Lane Delivers Lifestyle Brand Experience with High Speed and Consistent Performance on Every Device

“Our strategy is simple. Our customers want the same rich, immersive visual experience on any device – laptop, desktop, phone or tablet,” says Arun Rajan, CTO of One Kings Lane. “These heavy images aren’t necessarily conducive to the fast delivery and display we desire, but Instart Logic’s technology accelerates the experience dramatically. This gives us a huge boost in delivering consistently superior experiences to our customers across platforms, anywhere in the world.”

Arun Rajan
CTO,
One Kings Lane

The Challenge



In order to provide shoppers with an exceptional experience when shopping for home furnishings online, One Kings Lane needed to provide a premium online user experience that could compete with the showroom experiences of high-end brick and mortar stores. To provide their discerning customers with such an immersive experience, the company uses high-definition images for all products, including a full-screen view option that allows zooming in for granular detail.

The average shopping page view at One Kings Lane has six images. Endless scroll and multi-touch capabilities on its web application means that users may view dozens of images in two seconds or less. With 35% of its traffic coming from mobile devices and half of that coming from iPads – a percentage that is rapidly



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Company:

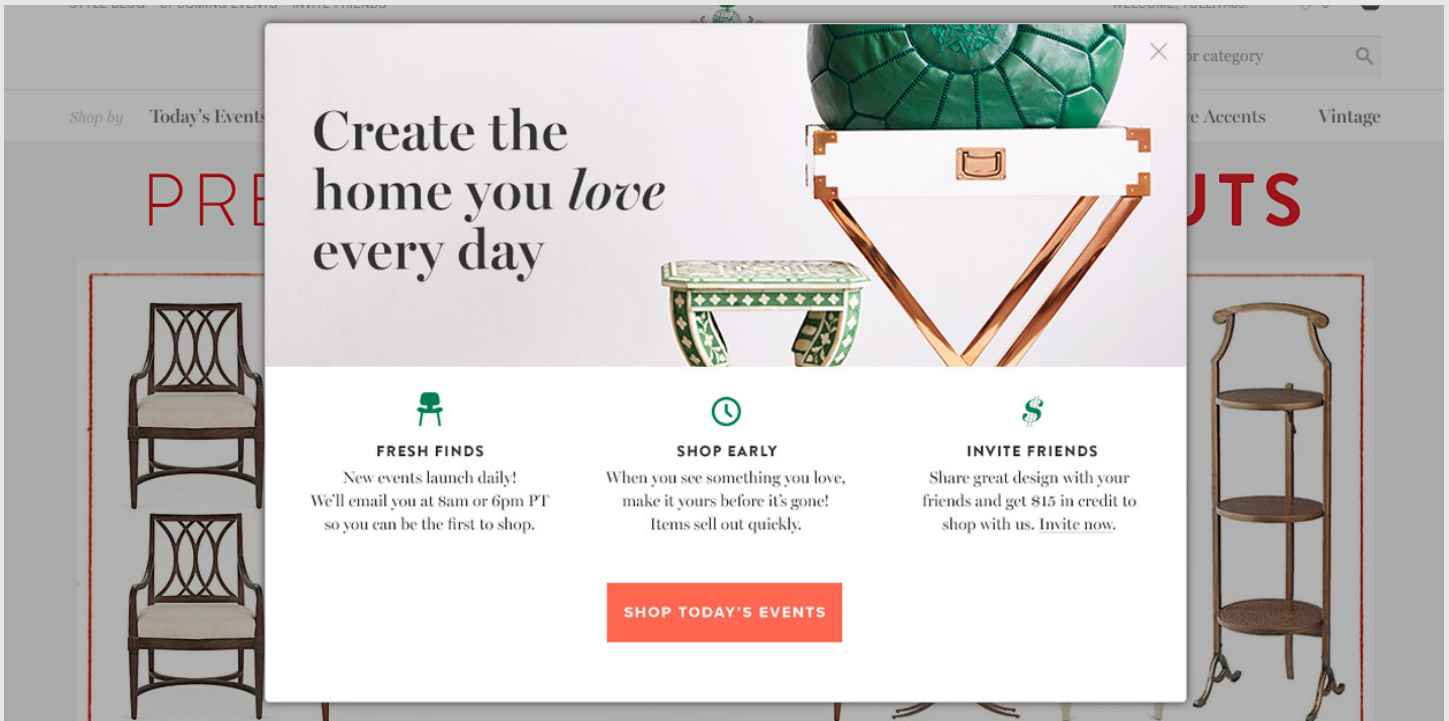
One Kings Lane

Location:

San Francisco, California

Description:

One Kings Lane is a leading online lifestyle brand for the home. The online retailer curates and sells beautiful home goods and designer and vintage items not on offer anywhere else. Launched in 2009, the company provides shoppers an ever-changing assortment of products, offering a fresh alternative to traditional retail stores. One Kings Lane is also a content destination, offering daily design inspirations and hands-on style advice. The company leverages the latest technology and data to inform and innovate its merchandising practices, and to better understand and serve its customers, whether they’re shopping on a laptop, mobile phone, or tablet device.



The Challenge (cont.)



increasing and driving conversions – One Kings Lane needed to deliver high quality, rich imagery to all users even if their mobile network connections were slower, congested, and unpredictable. “Customers want the same rich and fast experience with the same great imagery, anywhere they go” says Arun Rajan, CTO of One Kings Lane.

Delivering these types of images at high speed across all device types is something traditional web and cloud application delivery solutions cannot do. With daily spikes coming in the morning and evening (when new items go on sale and users receive promotional emails), One Kings Lane also sought to further improve on web performance in handling what can be a 10x traffic increase over baseline. The company wanted to speed up delivery of its website to users around the country and ensure that their performance was consistently fast on every device. One Kings Lane’s tech team needed an innovative solution. “We were looking for ways to do better than standard CDN tricks like static image caching near the edge. And we definitely wanted more consistent performance than our CDN was delivering to us,” says Justin Hill, director of Network Operations. In short, One Kings Lane wanted:

- New technology to boost site speed for image heavy pages to any device, beyond the capabilities of a CDN
- A way to significantly improve performance and delivery via mobile and WiFi networks
- Enhanced scalability to handle daily traffic spikes
- Reliable and predictable performance anywhere



The Solution



The Instart Logic team set up One Kings Lane with a proof-of-concept environment within a week. “It sounded too good to be true,” confesses Justin Hill, director of Network Operations for One Kings Lane.

Initial tests showed a 20% improvement in web delivery times and a very impressive 35% performance gain to mobile devices. After additional load testing and comparisons with a solution from a CDN provider, One Kings Lane felt comfortable that Instart Logic would deliver a marked performance improvement as well as consistent worldwide application delivery.

Instart Logic also easily absorbed the traffic spikes during One King Lane’s trial period over the course of several weeks. One Kings Lane decided to switch 100% of its traffic from its CDN provider to Instart Logic. They made the change right before the seasonal holiday shopping rush – so they could deliver a great user experience during the heaviest shopping period of the year.

The Result



Instart Logic's Customer Success team mobilized to ensure that One Kings Lane had a flawless experience making their transition to Instart Logic. This included additional testing and monitoring of traffic. For One Kings Lane, the switch was painless and needed no extra effort.

One Kings Lane was able to take advantage of Instart Logic's dynamic HTML and image streaming technology from day one. Says Hill, "Image streaming is super important to us. Every day we go live with a fresh set of events and sales with a large number of high-res beautiful images and as you can imagine, it takes a long time for the customer's browser to download all those images. So the ability to get really snappy performance and not compromise on image quality or site experience is really impressive."

With Instart Logic, One Kings Lane achieved consistency in web experience and web asset delivery both across geographies and across all device types. The performance gains shown during the testing period stuck, giving One Kings Lane both a faster website and a boost in conversions during the critical holiday period. Says Rama Karthikeyan, One Kings Lane Senior Performance Engineer, "Instart Logic's application delivery technology gives us a huge boost in delivering superior experiences. This results in minimal waits for customers that love what we do. We feel we are future-proofed because we know Instart Logic has a great road map of new features on their cloud-client platform that will help us even more in the next few years."



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