

**DOYENSYS**  
VALUE INNOVATION



# Scaling for Success

Powering the  
e-Commerce Brilliance  
of 1-800-Flowers





# About 1-800-Flowers

**1-800-FLOWERS.COM, Inc.** is a leading provider of gifts designed to help inspire customers to give more, connect more, and build more and better relationships. With an annual revenue of over \$2 Billion, they have transformed from a local flower shop into a cutting-edge e-commerce powerhouse over the last 45 years.

Beyond flowers, they offer an extensive selection of **gourmet foods, gift baskets, and personalized gifts**. Their prestigious brands, including Harry & David, Cheryl's Cookies, and The Popcorn Factory, ensure every occasion is unforgettable across North America.



# 15 Years of Partnering with America's Best Holiday Heroes



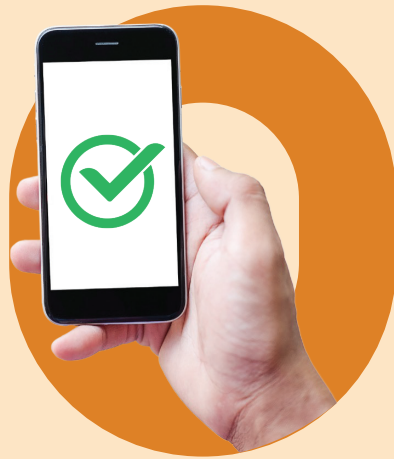
The 15 -year collaboration between Doyensys and 1-800-Flowers is a tale of exceptional growth and groundbreaking innovation. Doyensys has matured its partnership with 1-800-Flowers, providing end-to-end tech support, ensuring continuous delivery and operational excellence.

# Uninterrupted, round-the-clock service demands



## 24/7 Support

To manage the seasonal spikes in customer orders, especially during holidays seasons.



## Ticket Resolution

Efficient management of the high volume of support tickets to ensure smooth operations.



## Proactive Monitoring

Implementing monitoring scripts to detect system failures and irregularities in real-time.



## Critical Incident Management

Managed production database failovers, ensuring smooth operations during crises.





# Powering Their Success During Major Holiday Seasons

Doyensys provides dynamic support for peak holiday operations, which account for 80% of the annual sales of 1-800-Flowers, ensuring maximum efficiency and customer delight.

# Innovative Solutions and Seamless Support

## 24/7 Proactive Support

Established a dedicated team to provide round-the-clock support, ensuring prompt resolution of technical issues, prioritizing high impact tickets, and managing database failovers to maintain business continuity and minimize downtime.

## Advanced Monitoring and Maintenance

Implemented comprehensive monitoring scripts for real-time detection and resolution of system anomalies, significantly improving system reliability, while conducting regular performance tuning and database optimizations to ensure the platforms responsiveness and efficiency.

## Database Enhancements and Upgrades

Assisted in configuring OEM Oracle Enterprise Manager and creating standby databases to enhance system performance and disaster recovery capabilities, while supporting major database upgrades and migrations to ensure seamless transitions with minimal disruption to operations.



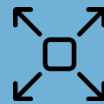
Business Impact

# Tangible Improvements and Lasting Benefits



## Enhanced Performance

Doyensys proactive monitoring and maintenance efforts led to significant performance improvements, allowing the company's systems to handle the high transaction volumes smoothly, even during peak seasons.



## Seamless Integration and Scalability

The integration of various acquired companies into the 1-800-Flowers ecosystem was streamlined by Doyensys, ensuring consistent and efficient operations across different platforms.



## Operational Excellence

By implementing advanced site reliability engineering SRE practices, Doyensys significantly improved the overall stability and reliability of 1-800-Flowers e-commerce platform.

The partnership between Doyensys and 1-800-Flowers exemplifies how **innovation and collaboration drive success**. As 1-800-Flowers continues to delight customers across North America with their extensive range of gifts, Doyensys remains a trusted partner, ensuring their operations run smoothly and efficiently.



At Doyensys, we support businesses with cutting-edge technology solutions that ensure seamless operations and unmatched performance. Our expertise fuels success, drives growth, and ignites innovation for our clients.

[www.doyensys.com](http://www.doyensys.com)



We Unleash  
the Power of  
Technology for  
your Business

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know more about  
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your business, please  
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