Scandinavia's largest E-Retailer relies on the Apptus Site search solution to meet up with the most important shopping time of the year: The Christmas rush

With one of the industries most powerful Site search engines available today, Apptus Technologies has ensured that CDON.com, one of Europe's largest market-leading e-commerce music, movies and games sites meet the Christmas rush. The two month Christmas rush has generated more than 70% of CDON's business in the past, therefore it is imperative that the CDON website operate at peak performance during this time.

In order to achieve this goal, Apptus has made available a reliable, user friendly and "forgiving" site search engine solution for the CDON web site. The site can now deal with misspellings and replies super quickly with an incredible, a hundredth of a second wait. Christmas shopping implies that a bigger number of visitors to the CDON site are making purchases; therefore it's extremely important that the site is working at the highest performance level during that period.
- "Because of the immense boost the Apptus site search engine has given us, our sales have substantially increased because of it and we feel confident facing the Christmas shopping season, since we are now able to manage the intense traffic peaks with almost a hundred percent availability", says Mikael Olander, CEO at CDON.com.

CDON.com's search solution is built on the Apptus world leading site search engine and the Theca platform, which combines proven business logic with extreme performance capability.

The Theca platform stores, handles and finds data more efficiently and faster than any other platform and is considered by the industry as the most cost efficient solution on the market for e-commerce sites.
- "Our strength is to thoroughly understand the customers business and rapidly delivering tested and quality proven solutions that render the customers processes more effective, saving them money and increasing the e-retailers revenue" says Michael Mokhberi, business developer at Apptus Technologies in Lund, Sweden.

CDON.com is the leading e-commerce sites in Scandinavia selling millions of music CD's, DVD's, films, games and books on the internet. The CDON site presents the customers with a vast selection of items to choose from. Because the site personalizes every customer profile, the Customer feels that every visit to the CDON site is a personal one, consequently, customer satisfactions levels have skyrocketed since the implementation of the Apptus

site search solution.

CDON.com and Apptus Technologies have been in partnership since 2003.

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More about Apptus

Apptus is a company specializing in database technology with a focus on delivering services and products that increase revenue, performance and availability of our customers growing data or advanced database search. Apptus' research is in the area of search and database technology. Our dedication to creating high performance systems is reflected by the fact that we invest more than 20 percent of our annual revenue in research and development. The Apptus way is: quality, results and growth. Some of our national and international customers include CDON, Bokus, De Gule Sider, EDSA, Eniro, Hitta.se and Sveriges Radio. For more information please visit us online at: www.apptus.com