



N° and issue date : 41125 - 25/11/2004

Circulation : 12500

Periodicity : Weekly

NewMediaAge_41125_10_317.pdf

Web Site: <http://www.newmediazero.com>

Page : 10

Size : 100 %

Poor infrastructure set to cost etailers £18m

Etailers could lose as much £18m over the Christmas period owing to poor site infrastructure, with the erratic functionality of shopping carts causing consumer frustration. The conclusions were extrapolated from a survey of 31 UK etailers by SciVisum, a Web site testing firm. It estimated that on average UK shopping carts remained out of action for more than ten times the accepted industry standard of 99.9% performance – equivalent to 43 minutes of failures a month.

scivisum.co.uk