

# USi Solution

## USi supports kinkos.com by providing the following:

For the "Print to Kinkos" service offering:

2 Firewalls, 7 Load Balancers, 4 Sun UNIX Servers, and 40 Windows NT Servers

For the "Create" service offering:

2 Firewalls, 6 Load Balancers, 2 Sun UNIX Servers, and 61 Windows NT Servers

For PeopleSoft Human Resources Management and Financial Management Applications:

2 Firewalls, 2 Load Balancers, and 4 Servers

Additional applications used by kinkos.com through USi's hosted environment:

Microsoft IIS Web Server, BEA WebLogic, Oracle Relational Database Management System, WebTrends, and USi Mail

kinkos.com  
Satisfaction



kinkos.com™

CASE STUDY

## Partners in Print

A few good seeds, planted in fertile soil, can yield impressive results. Kinkos.com provides the seeds: a comprehensive set of tools for creating, printing, and delivering marketing materials and documents through the company's Web site. USi provides the fertile soil: an unsurpassed hosting environment and a dedicated team for managing Web-based applications. The result is an innovative print-on-demand service that flourishes worldwide via the Web.

Through its AppHost for Managed Application Hosting program, USi provides the applications, databases, network, and hardware systems that ensure that kinkos.com meets customer expectations for speed, availability, and reliability. In addition to using Microsoft IIS Web servers, BEA WebLogic, and Oracle RDBMS for front-end, application, and back-end functionality, respectively, kinkos.com uses the PeopleSoft Human Resources Management and Financial Management applications available through USi. USi's front-to-back solutions and flexibility to adapt to the changing needs of kinkos.com are the roots of this thriving partnership.



USi's Data Center contains the servers for the PeopleSoft applications that kinkos.com accesses to keep its business running

## From Roots to Results

For more than a year, USi has been working with kinkos.com and its predecessor company, liveprint.com, to grow and sustain a Web-based solution for design and printing services. In early 1999, liveprint.com made the decision to outsource the management of its site to USi. The most important selection criteria were security and scalability. Liveprint.com wanted to capture market share, and it needed to count on its highly interactive site to meet the demands of its fast-growing customer base. Capital costs and staffing were also important issues.

*"USi is at the forefront of the ASP service delivery model."*

Frank LeQuang, VP of Operations and COO, kinkos.com

Frank LeQuang, COO and VP of Operations at kinkos.com, was at liveprint.com when the decision was made to go with USi. As LeQuang recalls, "We were a small company. It would have cost us tens of millions of dollars—up front—to get the system we needed, and attracting, hiring, and retaining highly qualified staff would have been extremely difficult." USi proved itself equal to each new challenge. Again, LeQuang comments, "I have to give USi a lot of credit for their partnership approach. Their understanding of our business model, application, and ever-changing needs are an integral part of our success."

USi

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## Industry

Document design, printing, and binding

## Company Profile

kinkos.com offers two services via its Web site:

**Create:** For designing business and marketing literature on line

**Print:** For obtaining printing, binding, and delivery services through Kinkos outlets

## Situation

Kinkos.com needed to partner with an ASP to obtain the applications and infrastructure needed to support a fast-growing company and its complex and expanding online offerings.

## Benefits

USi's AppHost for Managed Applications Hosting program and ASP approach provide the complete solution, and the following benefits, to kinkos.com:

- Pay-as-you-go approach to conserve capital
- Fast startup to scale quickly to meet demand and capture market share
- Web site and business software and hardware and the network and team to ensure front-to-back functionality
- State-of-the-art technologies and guaranteed performance to meet system requirements
- Responsive and flexible partnership to quickly implement changes and meet deadlines



From the beginning, growth has been rapid and change has been constant. In July 1999, USi fired up 6 servers and 108 gigabytes of storage in support of liveprint.com. In September 1999, liveprint.com subscribed to 15 seats of PeopleSoft Human Resources Management and Financial Management solutions. In March 2000, kinkos.com was formed and merged with liveprint.com. A major shareholder in this new company is Kinkos, Inc., and kinkos.com is the exclusive presence for Kinkos, Inc. on the Web. For its part, Kinkos, Inc. is the fulfillment partner, providing access to more than 1100 outlets worldwide for printing and binding. A partnership with FedEx takes care of delivery.

*"Bottom line: Our Web site is our business. As Senior VP of Operations and COO, knowing that USi is there helps me go to sleep at night."*

Frank LeQuang, kinkos.com

Kinkos.com rapidly expanded its server and storage requirements. By April 2000, USi was operating 186 servers and providing 3.4 terabytes of storage. In May 2000, database management and another terabyte of storage were added. New software also entered the mix, with the more robust BEA WebLogic replacing Cold Fusion for user interaction. Other add-ons were WebTrends for collecting and analyzing site data and USi Mail for customer service and order fulfillment.

In September 2000, the "Print to Kinkos" feature was added, enabling customers to route a print job to the Kinkos outlet closest to the recipient for printing and delivery from that location. This feature also allows customers to view their document before finalizing the order. The other main service offering is the "Create" option, which lets customers select from extensive databases of designs for brochures, business cards, and other outputs. Customers input their preferences and the back-end system generates options. According to LeQuang, "The experience for the user is extremely personal. It's essentially a unique product every time. We're saving our customers a lot of time by providing a comprehensive set of options that can be viewed before a final selection is made." USi supports both the "Print" and "Create" offerings.



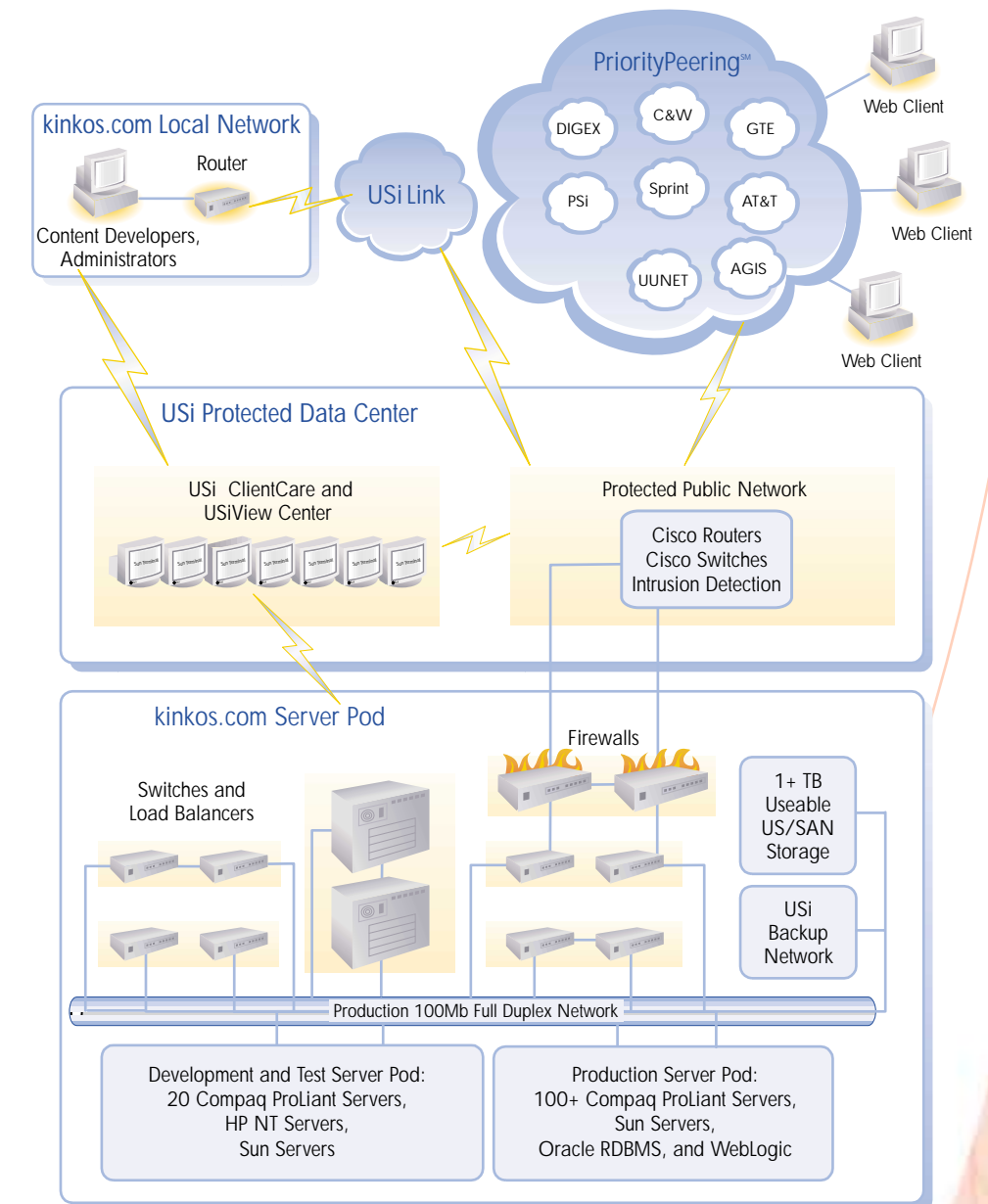
USi is continually updating its monitoring tools to ensure reliable access and functionality of client Web sites.

AppHost for Managed Application Hosting supports kinkos.com by furnishing the solutions to its evolving business and technical requirements. USi meets the business requirements of kinkos.com by offering:

- Cost savings: A hosted solution with no capital investment, saving tens of millions in up-front costs
- Fast startup: Immediate access to a comprehensive set of applications for Web site functionality, customer service, and in-house operations
- A true partnership: Collaborative planning and implementation of solutions
- Commitment: Responsiveness to critical deadlines and allocation of dedicated resources
- Knowledge and adaptability: Flexibility to meet changing needs

Likewise, USi meets technical requirements by offering:

- The full complement of applications required to support both the Web site (Microsoft IIS, BES WebLogic, Oracle RDBMS, WebTrends, and USi Mail) and company operations (PeopleSoft HR Management and Financials Management)
- Immediate access to a team with the full range of expertise needed
- Unsurpassed security with USi's Total Security Architecture
- Maximum site availability through the USi Global Services Platform and USi's Priority PeeringSM
- Continuous monitoring and maintenance using state-of-the-art tools
- Scalable and flexible solutions supporting growth and change



Caption FPO: Configuration Diagram FPO USi is continually updating its monitoring tools to ensure reliable access and functionality of client Web sites.