



**a higher level of  
managed IT services**

**Case Study:**

## **Royal Canadian Mint: Planning for Success**

When the Royal Canadian Mint (RCM), Canada's producer of circulation and collector coins, was searching for a managed services provider they selected Fusepoint for its proven abilities to deliver bottom-line results and flexible management capabilities. As a pre-eminent brand with an exclusive product line, the RCM was looking to leverage the power of the Internet to increase revenues and extend its global presence.

Understanding that security and reliability are crucial to the success of an aggressive, international e-commerce campaign, Fusepoint worked closely with RCM to create a solution that would meet current and future needs. The solution was designed for complete 24x7 end-to-end support, leveraging Fusepoint's considerable technical expertise and allowing the RCM staff to focus on their core skills.

As a result of the collaboration between the RCM and Fusepoint, the Mint not only reduced its IT implementation time, but also the time to market for its much sought-after products. What's best, the Mint increased its online sales by 38%, and firmly established itself as a successful e-commerce enterprise.

### **Objectives:**

- Increase availability and uptime of RCM's e-commerce site, leading to improved revenue
- Increase reliability and stability that leads to improved customer satisfaction
- Create a scalable IT solution that supports ongoing business growth and e-commerce options
- Improve online order processing efficiencies

### **Strategic Approach:**

- Support RCM brand attributes of quality and reliability by guaranteeing reliability and security online
- Collaborate with RCM to custom-design a fully managed server solution to include intrusion detection, firewall protection, load balancing and data back-up – ensuring fast, secure e-commerce transactions
- Move RCM Web site from a small-scale, shared hosting environment to a fast, robust and secure system that supports high-volume traffic and sales

- Support RCM's aggressive timelines by quickly implementing a scalable IT solution
- Provide 'always-on & always live' support to the RCM's IT staff through 24x7 technical support

### **Results:**

- Established RCM as a secure, reliable online retailer with 99.9% uptime of its online environment
- Supported online business growth of RCM and increased both sales opportunities and revenue
- Increased online sales by 38% year over year
- Tapped North American markets by establishing RCM's site as a reliable, e-commerce destination for Canadian collector coins
- Powered a complex solution that seamlessly delivered online transactions for efficient order processing



Royal Canadian  
Mint

### **What the Mint had to say**

"We sought a managed hosting partner that could deliver a secure, reliable, and flexible solution for our new commerce initiative. Fusepoint continues to deliver a secure infrastructure, wealth of expertise, proactive monitoring, and the peace of mind we were looking for."

**Neil Hallam,**  
Director,  
Information Technology,  
Royal Canadian Mint

**To find out more, please visit our Web site at:  
[www.fusepoint.com](http://www.fusepoint.com) or call 1.877.387.3764**