



SINGER22.com E! News Segment Produced Record Traffic that was Handled with Ease by Website Developed by Data Subsystems and Accelerated by Akamai

SINGER22.com has raised the bar on its customers' experience, integrating its web store with the Akamai platform. Executed by [managed web solutions provider Data Subsystems, Inc.](#), the integration has made the overall shopping experience on SINGER22.com a quick and simple one for any customer worldwide, creating a reliable e-commerce solution that designed to withstand any traffic load.

East Hills, NY ([PRWEB](#)) September 06, 2011 -- SINGER22.com has raised the bar on its customers' experience, integrating its web store with the Akamai platform. Executed by [managed web solutions provider Data Subsystems, Inc.](#), the integration has made the overall shopping experience on SINGER22.com a quick and simple one for any customer worldwide, creating a reliable e-commerce solution that designed to withstand any traffic load.

The SINGER22.com web site proved itself stable when E! News aired an episode about SINGER22; within minutes the show generated millions of hits on [www.SINGER22.com](#). SINGER22.com servers were not affected at all due to the offloading of content to the Akamai platform. The load was distributed across Akamai's global servers and even at peak load times every visitor was able to browse the site and place orders smoothly. New promotion [Spring Cleaning Sale](#) with markdowns up to 95% caused heavy traffic load but shopping experience remained fast and easy.

"Yet again we are bringing the shopping experience on SINGER22.com to a new level of performance without sacrificing the quality of the site's functionality, design and images", said Jon Singer, CEO of SINGER22.

"Leveraging the Akamai platform, our online store can experience millions of hits and we are sure that our customers in the U.S., Europe, Japan and all over the world will have the best shopping experience. Seamless web store operation is playing a critical role in customer satisfaction and conversion rates in this increasingly competitive environment, especially during the holiday season. Site performance is a clear contributor to sales results. We feel confident that our business has a reliable and robust ecommerce foundation and SINGER22 is ready to scale up and keep up with our [growing publicity](#)".

The SINGER22.com [fashion web store](#) uses a uniquely customized and high performance shopping-cart developed by Data Subsystems, Inc. It is a reliable and powerful ecommerce solution that gives visitors a great and secure shopping experience. In general, site performance depends a lot on the Internet connection with the visitor. Sometimes international customers that are located geographically far from the servers may experience delays browsing a site. Even U.S. visitors may face some interruptions if their Internet service provider has routing problems.

About SINGER22, Inc.:

SINGER22 is one of the fashion industry's leading retailers with [top fashion brands](#) worn by today's celebrities such as Nicole Richie, Kim Kardashian, Drew Barrymore, Paris Hilton, Megan Fox, Kate Moss, Lindsay Lohan and many others. SINGER22 has become the top source for the latest fashion trends. It has an online store at [www.SINGER22.com](#), a store in East Hills, NY and more locations planned to open in the near future.



About Data Subsystems, Inc.:

Data Subsystems, Inc. is an [information technology company](#) based in Tampa, FL and also has several development offices in Eastern Europe. It specializes on ecommerce solutions and web development. The company has many years of experience in IT industry, especially in ecommerce, warehouse management solutions, SEO and SEM. All developed products are optimized for the search engines to take advantage of organic traffic. Combination of professional U.S. management, skilled developers and experience makes this company stand out above the rest. For more information please visit www.datasub.com.

###



Contact Information

Alex Shortov

Data Subsystems Inc

<http://www.datasub.com>

800-303-3782

Jon Singer

Singer22.com

<http://www.singer22.com/press-page.html>

877-474-6722

Online Web 2.0 Version

You can read the online version of this press release [here](#).