



Optimized traffic routing ensures no stop at any hop for Orvis.com

As the population of online consumers has expanded, so has the network that links web users to web sites. Chances are it's not a single, dedicated ISP that connects an online shopper to an e-retailer's site, but a series of providers that pass connections between each other depending on where the user is located relative to the web site's server. And it's the glitches that can occur along those multiple connection points at each hop that made Orvis.com turn to Internap Network Solutions' Flow Control Platform for help, Sean Warner, senior system analyst, tells Internet Retailer.

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