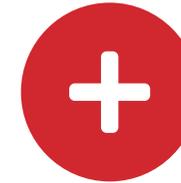


## FAST FACTS

Company name: *HSN, Inc.*

Sector: *Multi-channel Retailer in United States*

Web address: *www.hsn.com*



# How 51Degrees helped HSN to improve delivery time & optimize SEO

## OVERVIEW

HSN, Inc. is an interactive multi-channel retailer located in the United States.

It operates through two segments, HSN and Cornerstone. The HSN segment offers jewelry, apparel and accessories, beauty and health, and home products, as well as household, home design, electronics, culinary, and other products through television programming on the HSN television networks, HSN.com, HSN mobile applications, and brick and mortar stores. HSN, Inc. is publicly traded on NASDAQ under the “HSNi” ticker symbol.

## CHALLENGE

In order to reduce complexity, improve delivery time, and optimize SEO, HSN needed to leverage a legitimate device detection solution.

Prior to using 51 Degrees, HSN maintained two separate websites – one for desktop/tablet devices and the other for handset devices. In support of the two distinct websites, HSN used basic detection via a Content Delivery Network (CDN) to re-direct handset devices to the appropriate website. While this worked functionally, it did require maintaining two separate physical website solutions even though most of the back end services and data was common across all platforms. Maintaining two sites increased the time and complexity for enhancements and bug fixes and this configuration complicated SEO.

## WHY CHOOSE 51DEGREES?

The senior engineering team evaluated professionally maintained device detection vendors and decided 51Degrees product would suit their requirements, was also easy to implement and integrate.

A single senior software engineer added the solution to the main website within just a few hours. HSN found the application logic to leverage 51Degrees was very simple and required little or no training.

***“made the site more search engine friendly”***

ED DEUTSCHER VP - Digital Applications

## SOLUTION

HSN implements a Model View Controller(MVC) approach.

HSN still has two logical websites, however they are in the process of consolidating the web addresses and code for both desktop and handset browsers. The product detail page is one example within the site that has had the mobile and desktop websites merged. The same URL path can be called by the desktop, handheld web browser, or even our mobile apps and a single “controller” will handle the request and gather all the necessary product data. 51Degrees device detection then provides a convenient way for the controller to determine which “view” to apply to the response of the request.

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## ABOUT 51DEGREES

51Degrees was founded in 2009 by James Rosewell and is the home of THE fastest and most accurate Device Detection software commercially available. Originating from the 51Degrees Open Source Foundation project, over 1,500,000 websites now use 51Degrees to detect mobile devices and redirect initial requests to a mobile friendly home page optimized for the user.

The company serves many of the world’s leading brands including Unilever, EBay, Microsoft, IBM,

## WHO ELSE IS USING 51DEGREES?



Helping customers to do business, whatever the platform

## RESULTS

Streamlined business processes and a more search engine friendly site.

HSN **no longer needs to write its own device detection logic**. It can rely on the 51Degrees logic to determine which view to apply when returning content to the web browser or application. It has simplified the application and eliminates the need to constantly update their own device detection logic.

By implementing the 51Degrees device detection, **HSN was able to begin merging the mobile website into the main desktop site. This has**

- eliminated redundant business logic
- made the site more search engine friendly
- removed the need to manage complex redirects
- removed the need to maintain their own device detection logic
- enabled HSN to speed up the process of both mobile and non-mobile functionality enhancement

Hyundai and T-Mobile, and as well as its flagship device detection software, the product portfolio spans **responsive web design tools, image optimization and enhanced analytics**.

Based in Reading, UK, the company name originated from its geographical latitude at 51 Degrees. Since launching the company in 2009 51Degrees has expanded rapidly and its software is deployed in over 200 countries across every continent around the world.



**“By implementing 51Degrees, we were able to more easily maintain our digital experience by consolidating our mobile and desktop websites”**

**ED DEUTSCHER** VP - Digital Applications