

# Preparing for the 2013 Holiday Season

*Presented by Magento's Expert Consulting Group (ECG)*

## Webinar Recap

In this webinar, the Magento Expert Consulting Group presented best practices and tips that will enable merchants to prepare for the 2013 Holiday Season. Topics covered included strategies around cron job management, indexing and caching settings, as well as orders and promotions. Additionally, ECG covered cache-backends, CDN usage, load testing and other infrastructure-related topics.

### Key takeaways:

- Know your backup or failover strategy
- Avoid massive updates, such as importing/exporting products or database backups during business hours
- Monitor your system and customer activity
- If you're using Enterprise Edition 1.12, switch indexing to Manual Mode when updating your catalog
- Make sure you schedule your cron jobs to run after business hours or during periods of low traffic
- Make sure you're able to scale quickly to accommodate traffic

## Webinar Questions and Answers

### Q. Any tips for optimizing for mobile users?

A. The answer to this question depends whether you are using responsive design or a special theme. That said, both the desktop and mobile Magento applications are still using the same code base and the same requests to application. Therefore, the best practices here which are related to the application would apply to both.

### Q. Nginx or Apache for Enterprise Edition 1.13?

A. We recommend Nginx + PHP-FPM.

### Q. When you say "scale", do you mean scaling up or scaling across?

A. Scale up.

### Q. Which cache tool do you recommend?

A. We do not have official recommendation, but some of our clients have had positive experience with Varnish using the turpentine extension. Further, caching can also be done on the CDN level.

### Q. What about Magento Enterprise 1.11? Do all of the performance suggestions apply?

A. Yes, they apply on Enterprise Edition 1.11.

### Q. What's the best failover strategy?

A. Consider using Master/Master (with only one active) replication for MySQL, and multi web-nodes with a load-balancer. If you are using Redis, we recommend to use its replication features and implementing automatic switching, (e.g. using haproxy tool).

### Q. Do you have a video or document that shows how to perform load testing?

A. Load testing methodology depends on two questions. First, what are testing? Second, which tool should you use? If you are testing static files, performance or network performance in general, you can use some generic, but very fast tools. You can start with Apache ab; however, if your servers are really fast, you should try <https://github.com/wg/wrk> or similar. If you are testing specific web site functionality (e.g. checkout or search), you can build scenarios and use a tool which supports scenario testing. Examples include gatling, jmeter, tsung or any other tool with an appropriate feature set that will show the performance of the specific

functionality or action. For general purpose load testing, we recommend creating scenarios based on google - analytics or HTTPD log data to make sure that your testing corresponds to your customer patterns. The previously mentioned tools can be used for this purpose as well.

**Q. Are there any known issues in Magento code which have to be improved to support high traffic?**

A. Magento Enterprise Edition features a good deal of page cache tuning. The only known issue is one with checkout steps; however, there is custom solution which moves a quote entity into a separate database or uses special nodes for checkout process only.

**Q. You mentioned Akamai as a static page cache solution, not only as a CDN. Do you have any public examples of this and are there any plans to have this solution included in Magento 1.x?**

A. This is a completely custom solution.

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Also be sure to check out [ECG Expert Articles](#) on Nginx and Redis.