

# Magento Live

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# Client Success in an Open Source World

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# An unpredictable world

*unpredictable usage = unpredictable challenges*

# A world of possibilities...

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- Many business models
- Numerous verticals
- Varied system dependencies
- Different usage patterns
- Diverse markets
- Deployment preferences
- Ever evolving technology stack
- Marketplace opportunities
- Varying degrees of Client experience

# Client Success Strategy

- Many business models
- Numerous verticals
- Varied system dependencies
- Different usage patterns
- Diverse markets
- Deployment preferences
- Ever evolving technology stack
- Marketplace opportunities
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Anticipate the need

Address the need  
before requested

Communicate the  
solution to all relevant  
Clients likely to  
encounter the need

# Keys to Proactive Client Success Management

## Anticipate the need

- Know your industry
- Know the product strengths and stretches
- Know your Client's KPIs
- Know the Client Team
- Be familiar with marketplace & vendor solutions
- Review support tickets regularly
- Speak to prospects
- Speak to partners and vendors

Speaking regularly  
with your clients  
is the surest way  
to anticipate their  
needs

# Keys to Proactive Client Success Management

## Address the need

- Via product documentation
- Via industry or use case specific articles
- Influence product roadmap
- Lobby for patches within Support
- **Put the use case to the test**
- Communicate to Client pros/cons and recommendations

Look for scalable,  
repeatable solutions  
that will provide the  
widest reach

# Keys to Proactive Client Success Management

## Communicate the solution

- Determine Client profile for whom this information is relevant
- Communicate pros/cons and recommendations
- Step & Repeat... Build use case and solution into knowledgebase

If one client is asking, chances are many are wondering about it too



# Staying ahead of the curve

*Predicting merchant needs and vetting technologies*

# Strategic approach to emerging technologies

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- Complementary to our tech stack or product
- Solve a known gap or enable desired extended capability
- Vendor solution has momentum in the technology community
- Low-Moderate learning curve
- High value proposition to our client pool
- Use case exists
- Use case can be easily put to the test
- Clear testing objectives
- No impact to the core of our product or roadmap
- Return on investment
- Vendor is interested in strategic partnership

# AWS Aurora

# Aurora: Amazon's own MySQL compatible innovation

## The Markitechure:

- MySQL 5.6 compatible
- 5X throughput of MySQL 5.6
- **Single digit milliseconds replica lag time**
- No modifications required to MySQL apps
- Hot failover for up to 15 read replicas
- Self healing and fault tolerant storage
- DB storage auto scales to up to 64TB
- Easy to provision via AWS console

# Aurora: a perfect fit for Magento 1.x (on paper)

## The business case:

- Vendor commonly used by our large clientele
- MySQL replication lag is an impediment to high availability deployments
- Multiple use cases of Magento deployments with read configuration
- Opportunity: Average reads/writes ratio of 70/30 in Magento
- AWS willing to invest to penetrate the Magento market

30% of Magento Enterprise merchants rely on AWS for hosting their Magento stores

# Aurora claims confirmed during testing

## Test results:

- 2X the **throughput** of MySQL per node:  
20 rps (MySQL) vs. 40 rps (Aurora)
- Replica lag on Aurora is critically lower vs. Master-to-Slave MySQL configuration  
Aurora < 40-100ms vs. MySQL > .5 sec

Benchmarked on  
medium EC2  
instance with 4  
Aurora instances,  
Load balanced with  
HAPROXY

# Aurora verdict

## Verdict:

- Aurora allows to efficiently scale read only database activity, avoid typical MySQL replica lag and provides high availability out of the box on Magento 1.x
- Magento 2.x testing in progress
- Technical Whitepaper in progress

# Accelerating the evolution and adoption of Magento solutions



# Key contributions

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- Scalability innovation behind Magento 1.13
- NginX adoption
- Redis adoption
- New Relic
- Large catalogs, high volume sites
- Cloud deployment adoption
- **Aurora RDS**
  - Security Monitoring service
  - M1-M2 code migration tools

# Q & A

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Thank you!

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