# Magento Enterprise Cloud Edition
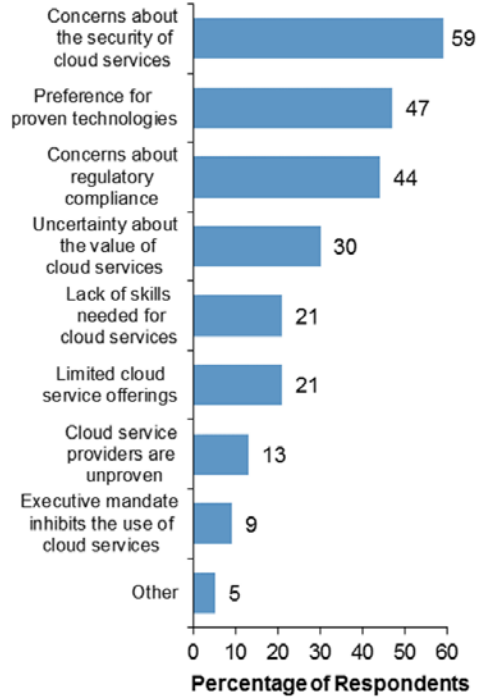## A Platform-as-a-Service for Your Business

**Peter Sheldon**
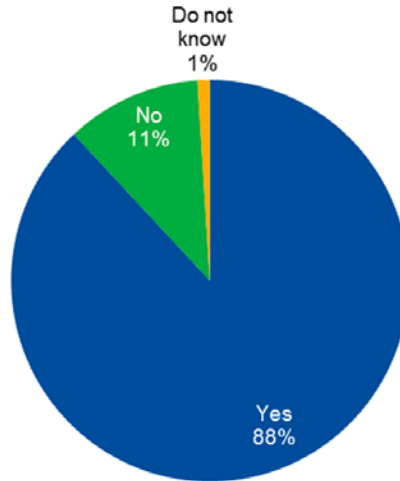**VP Strategy, Magento Commerce**

# 88% of Organizations Have a Cloud 1ˢᵗ Strategy

**Why does not your organization consider cloud services as the first, and preferred option for IT investments?**
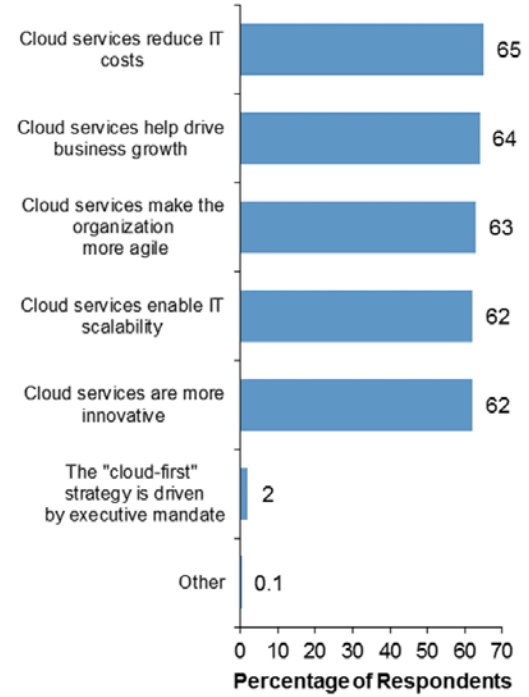
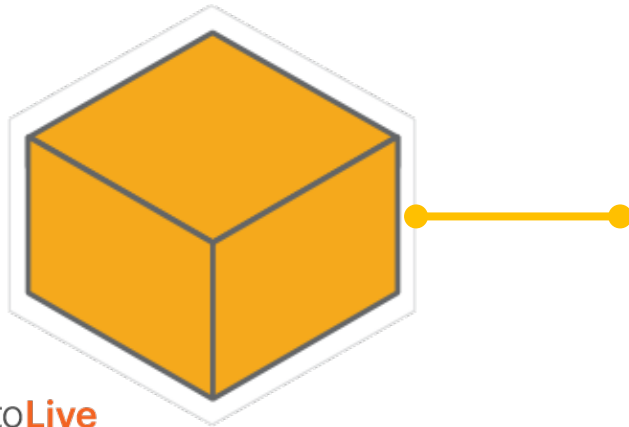| Category | Percentage |
|---|---|
| Concerns about the security of cloud services | 59 |
| Preference for proven technologies | 47 |
| Concerns about regulatory compliance | 44 |
| Uncertainty about the value of cloud services | 30 |
| Lack of skills needed for cloud services | 21 |
| Limited cloud service offerings | 21 |
| Cloud service providers are unproven | 13 |
| Executive mandate inhibits the use of cloud services | 9 |
| Other | 5 |

**Percentage of Respondents**

n = 110; Base: Do not have a cloud-first strategy

**Does your organization have a cloud first strategy?**

- Do not know 1%
- No 11%
- Yes 88%

n = 1,037

**Why does your organization consider cloud services as the first, and preferred option for IT investments?**

| Category | Percentage |
|---|---|
| Cloud services reduce IT costs | 65 |
| Cloud services help drive business growth | 64 |
| Cloud services make the organization more agile | 63 |
| Cloud services enable IT scalability | 62 |
| Cloud services are more innovative | 62 |
| The "cloud-first" strategy is driven by executive mandate | 2 |
| Other | 0.1 |

**Percentage of Respondents**

n = 916; Base: Have a cloud-first strategy

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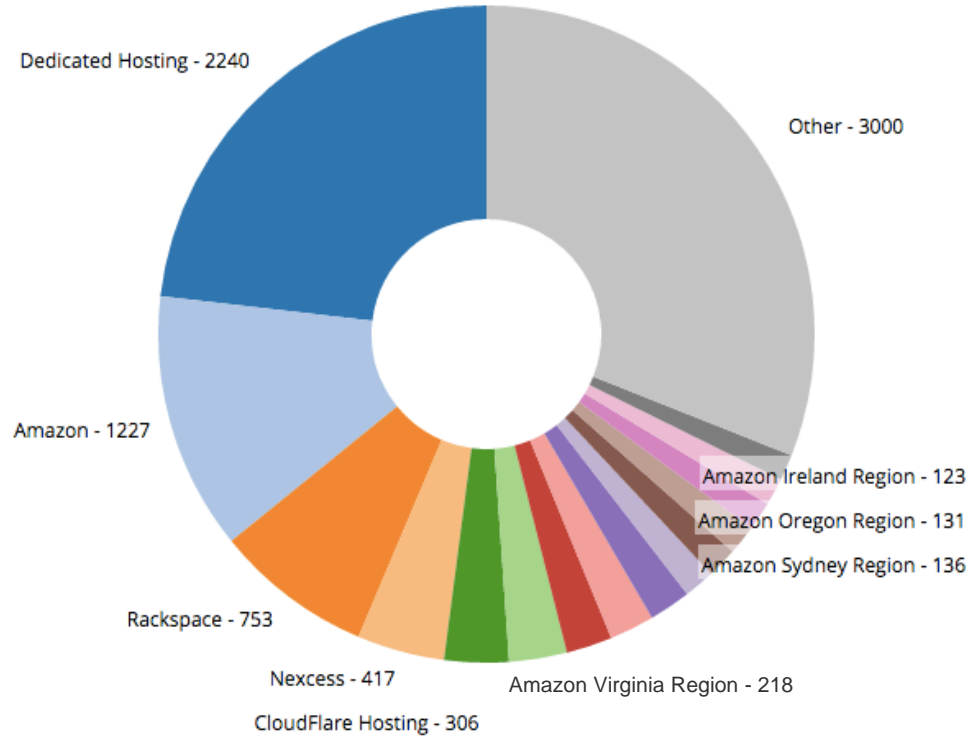Source: Gartner Forecast Analysis: Public Cloud Services, Worldwide, 1Q16 Update

# Enterprise Cloud Edition (ECE)

*Solution Deep Dive*

# Cloud Infrastructure (IaaS)

# 23% Of EE Sites Already Hosted On AWS



Dedicated Hosting - 2240
Other - 3000
Amazon - 1227
Amazon Ireland Region - 123
Amazon Oregon Region - 131
Amazon Sydney Region - 136
Rackspace - 753
Amazon Virginia Region - 218
Nexcess - 417
CloudFlare Hosting - 306

Source: BuiltWith

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# AWS Is The Leader In Public Cloud Infrastructure



Source: The Forrester Wave™: Public Cloud Platform Service Providers' Security, Q4 2014

Source: Gartner Magic Quadrant for Cloud Infrastructure as a Service, Worldwide, May 2015
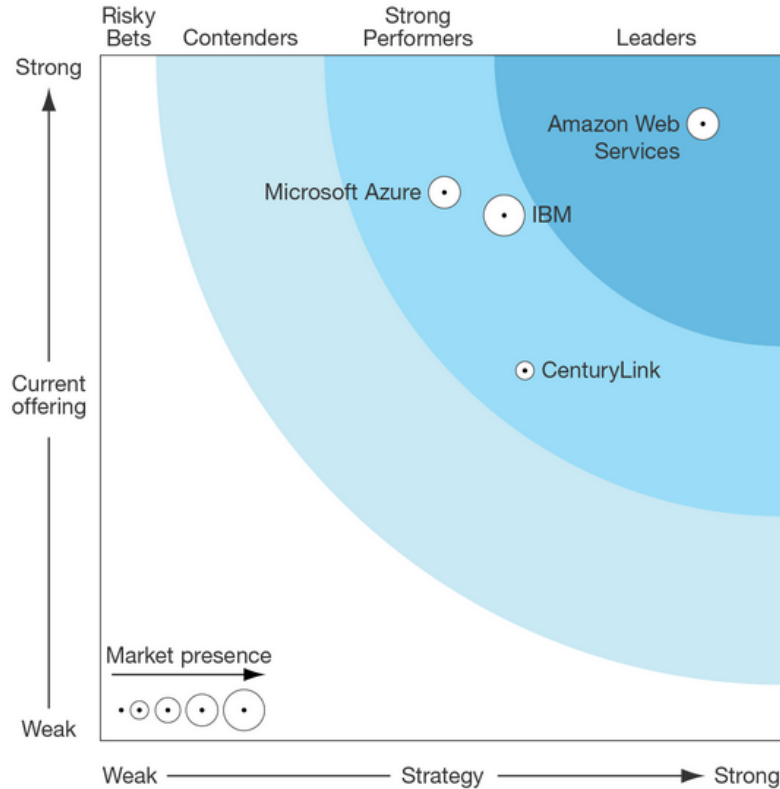
# Magento Is In Good Company on AWS



HOYA · UBISOFT · LIONSGATE · DOW JONES · Newsweek · Nintendo · Expedia · Unilever · 4 · Suncorp Group One Company Many Brands · bankinter.

MISAWA · THOMSON REUTERS · HEARST · Kellogg's · Discovery Communications · ROYAL OPERA HOUSE · News Corp · JWT · JPX TOKYO STOCK EXCHANGE · NOVARTIS

NTT docomo · Pfizer · NETFLIX · Dole · HTC · LAMBORGHINI · The Weather Company · TATA MOTORS · vodafone

intuit · The Washington Post · TOSHIBA · COMCAST · EA · AUTODESK · NOKIA · The New York Times · SCHRÖDINGER.

NASDAQ OMX · me Bank BANK FAIRER. · NIPPON TV · SAMSUNG · CONDÉ NAST · NQ mobile · 小米 xiaomi.com · Schneider Electric

QANTAS · Bristol-Myers Squibb · HESS · SHARP · Adobe · FT FINANCIAL TIMES · Alcatel·Lucent · CommonwealthBank · McCormick

LAFARGE · talanx. · mlbam · TCL · haven power · imshealth INTELLIGENCE APPLIED. · 日本通運 NIPPON EXPRESS · PHILIPS · ST. JAMES'S PLACE FOUNDATION

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# More Accreditations & Certifications Than Anyone

| | | |
|---|---|---|
| SOC 1 / ISAE 3402 | ISO 27001 | FedRAMP |
| SOC 2 | ISO 9001 | ISO 27017 |
| SOC 3 | ISO 27018 | PCI DSS Level 1 |
| HIPAA | GxP | FIPS 140-2 |
| CJIS | ITAR | G-Cloud |
| DoD SRG Levels 2 & 4 | FERPA | IT-Grundschutz |
| MLPS Level 3 | Section 508 / VPAT | MPAA |
| MTCS Tier 3 | NIST | Cloud Security Alliance |
| IRAP | FISMA, RMF, and DIACAP | Cyber Essentials Plus |

# AWS Lets You Be Close To Your Customers
## Host in any one of 11 global AWS regions



Not Currently Available

BEIJING

SEOUL

NINGXIA (Coming soon)

TOKYO

MONTREAL (Coming soon)

IRELAND

FRANKFURT

OHIO (Coming soon)

OREGON

3  2

N. CALIFORNIA

3

UK (Coming soon)

3

2

5

INDIA (Coming soon)

2  2

3

N. VIRGINIA

AWS GOVCLOUD

Not Available

SINGAPORE

2

SÃO PAULO

3

SYDNEY

2

**#** Region &
Number of Availability Zones

New Region
Coming Soon

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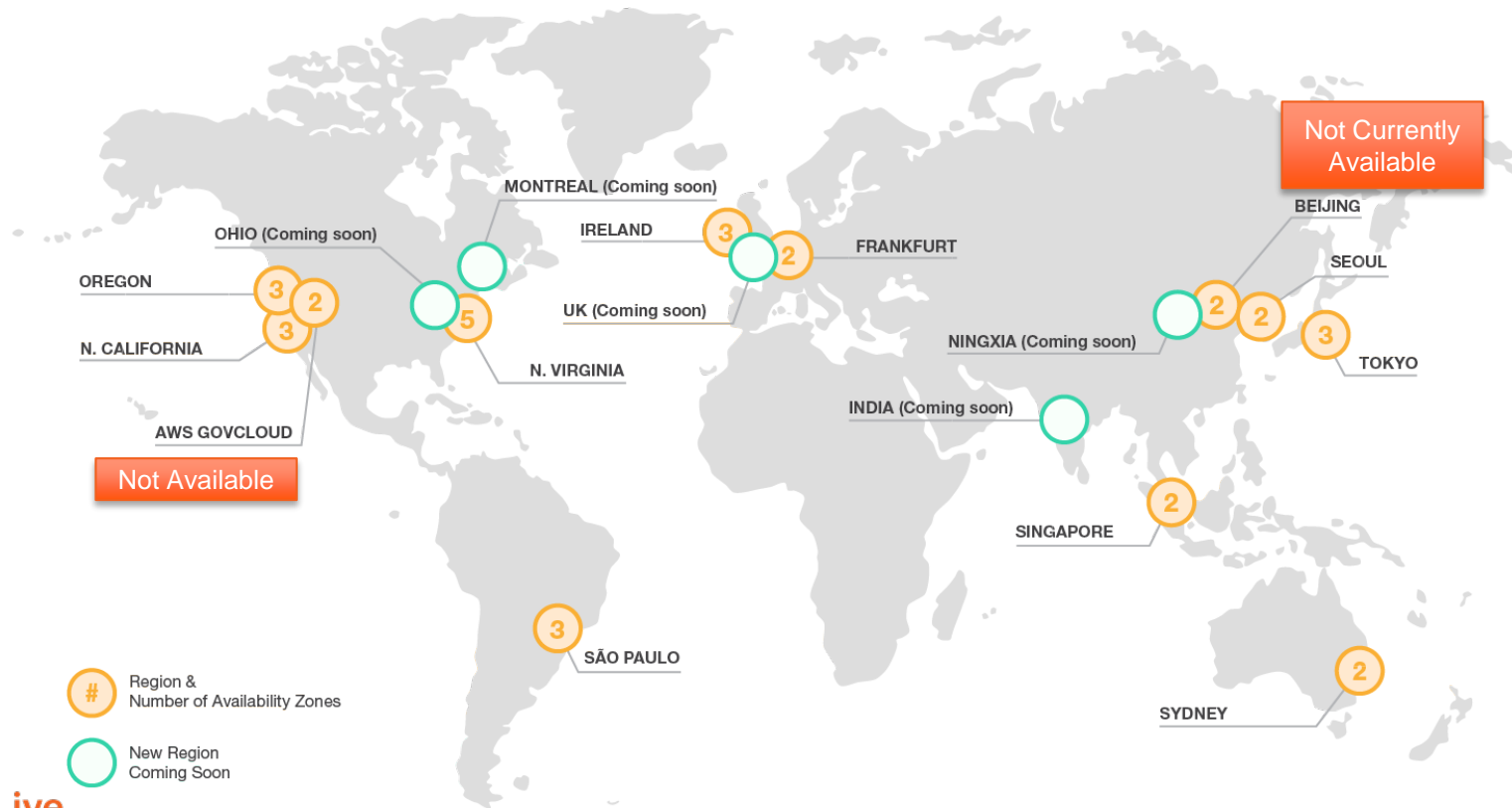
# Understanding Our Availability Zone Architecture
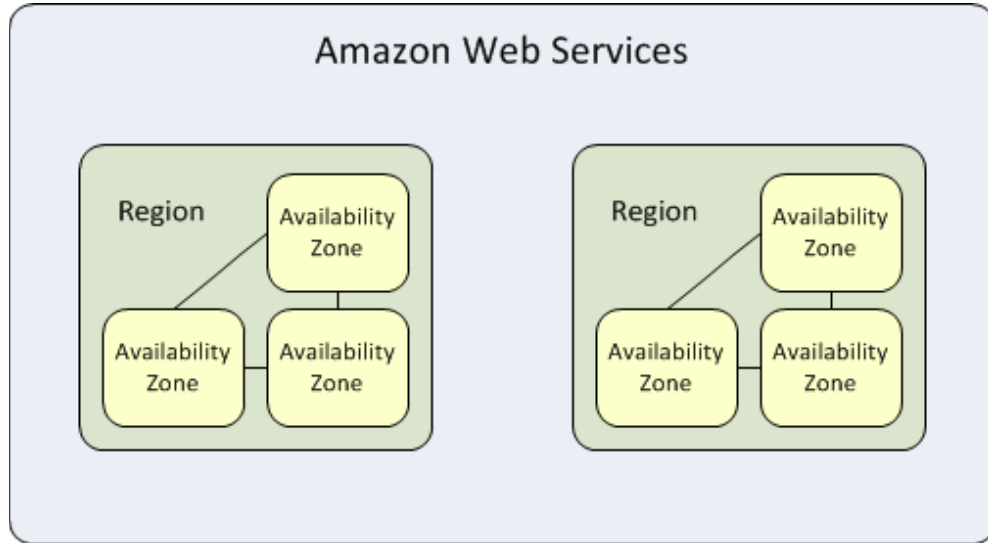


**Availability Zones** are distinct, physically separate data centers connected via low latency, high bandwidth networks.

Each have Independent:

- Power
- Cooling
- Network
- Security
- Generators

# Triple Redundancy Across AWS Availability Zones
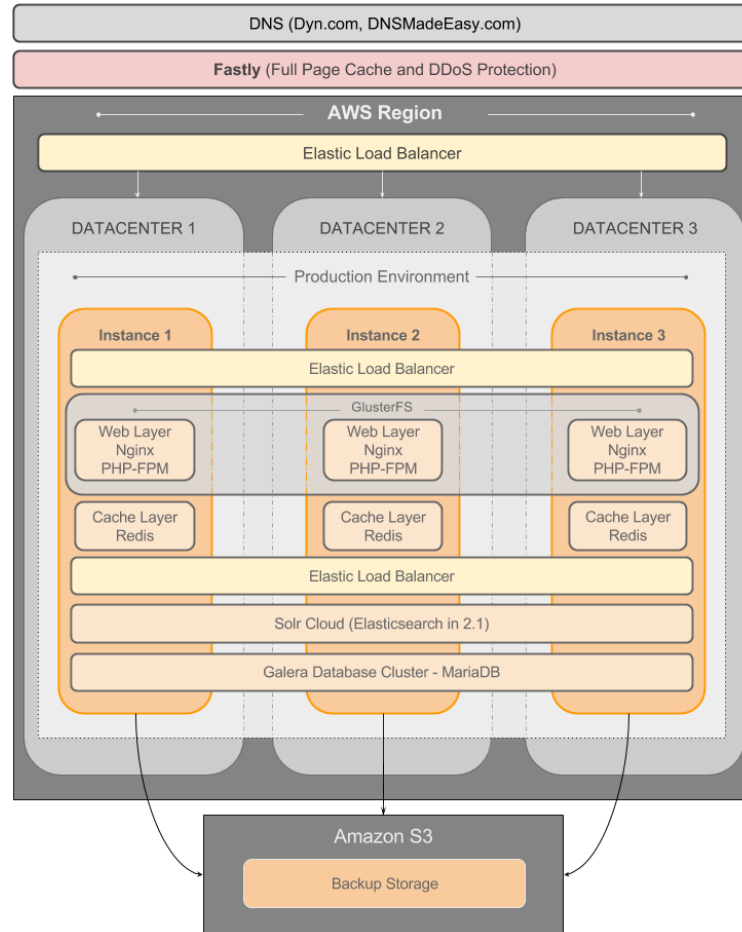
# ECE Includes An Industry Leading 99.99% SLA

| | Magento ECE SLA | Typical Hosting SLA |
|---|:---:|:---:|
| Network Connection | ✓ | ✓ |
| Power | ✓ | ✓ |
| Physical Server | ✓ | ✗ |
| Operating System | ✓ | ✗ |
| Web Server (Apache, Nginx) | ✓ | ✗ |
| DBMS (MySQL, MariaDB) | ✓ | ✗ |
| Code Execution (PHP) | ✓ | ✗ |
| Search (SOLR, Elasticsearch) | ✓ | ✗ |
| Caching (Redis, memcached) | ✓ | ✗ |
| Full Page Cache (Varnish) | ✓ | ✗ |
| Content Delivery Network | ✓ | ✗ |

# Platform-as-a-Service (PaaS)



platform.sh
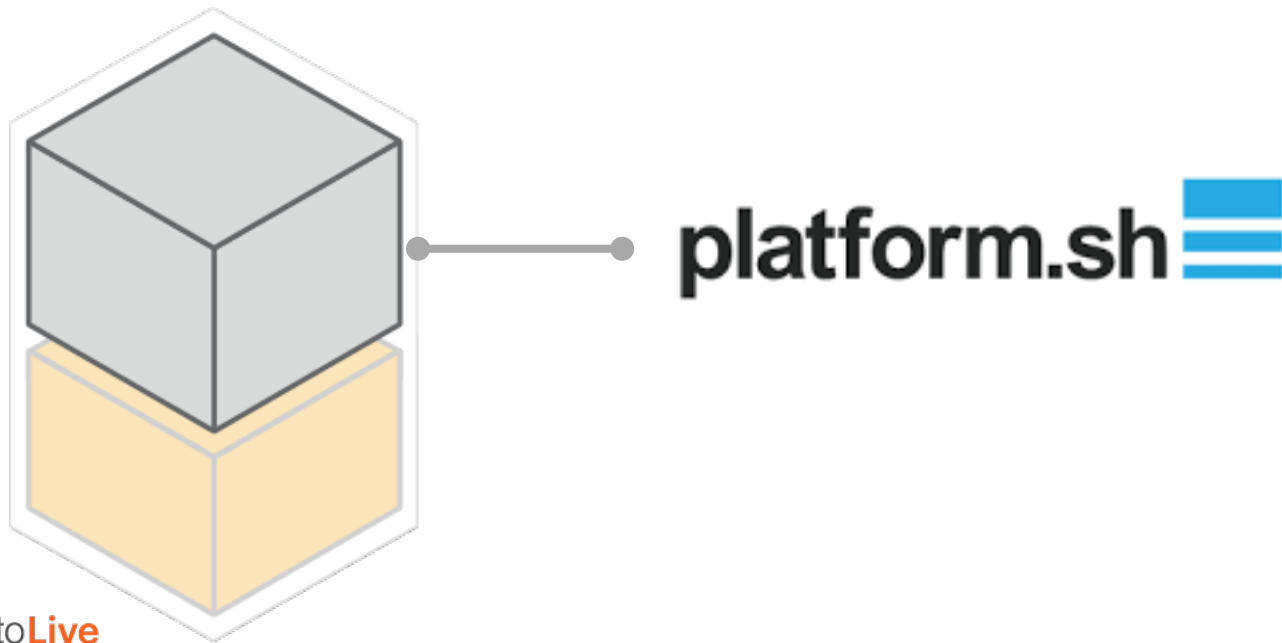
# Cloud Service Models

■ Customer Managed ☐ Provider Managed

| On-Premises | IaaS | PaaS | SaaS |
|---|---|---|---|
| Applications | Applications | Applications | Applications |
| Security | Security | Security | Security |
| Databases | Databases | Databases | Databases |
| Operating Systems | Operating Systems | Operating Systems | Operating Systems |
| Virtualizations | Virtualizations | Virtualizations | Virtualizations |
| Servers | Servers | Servers | Servers |
| Storage | Storage | Storage | Storage |
| Networking | Networking | Networking | Networking |
| Data Centers | Data Centers | Data Centers | Data Centers |

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amazon
web services™

amazon
web services™  +  [Magento logo]

# Agile Scaling When Surges Occur



**Baseline**
12 CPUs
RAM: 22.5GBz

**2x Baseline**
24 CPUs
RAM: 45GB

**4x Baseline**
48 CPUs
RAM: 90GB

**8 x Baseline**
96 CPUs
180GB
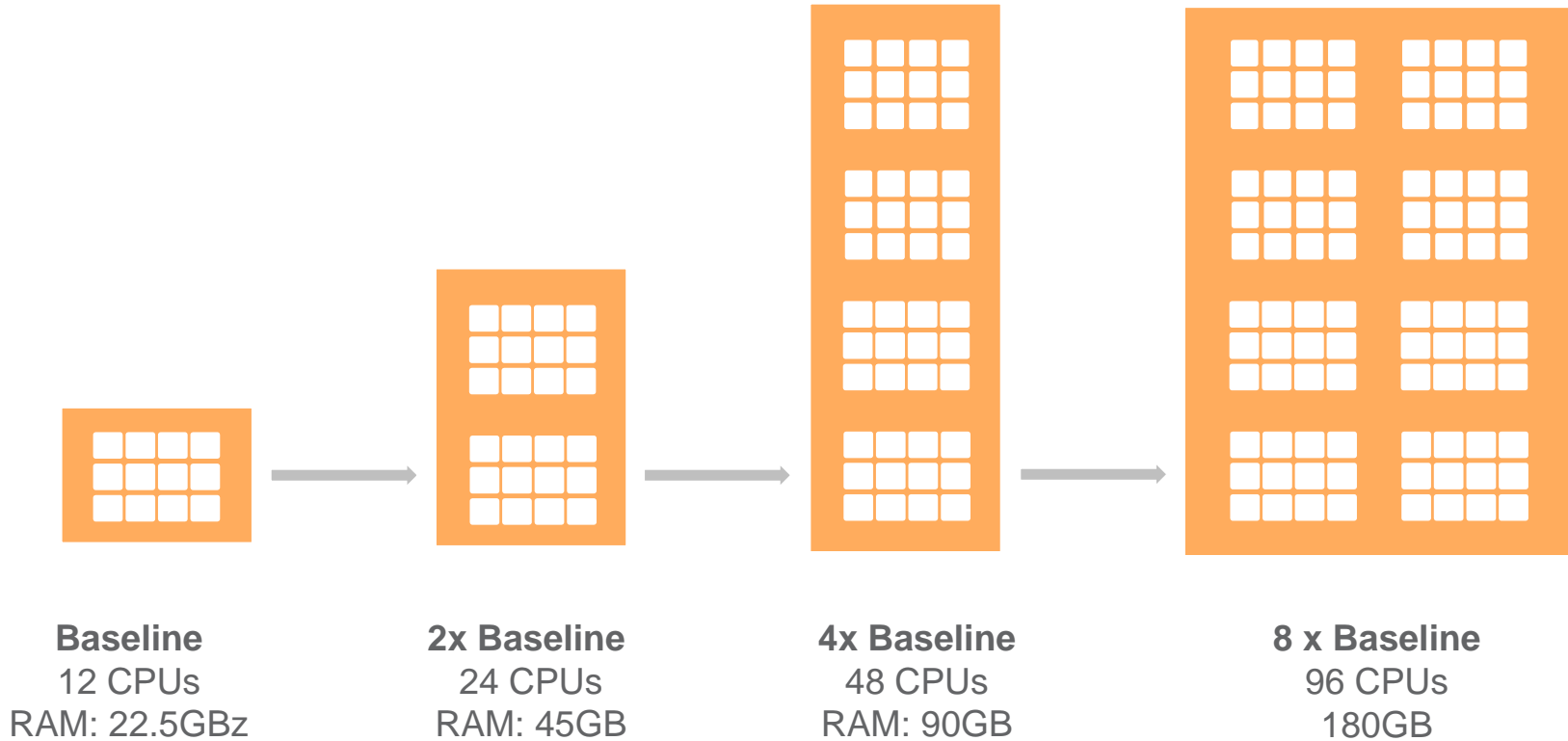
# PaaS Tool Provide Quicker "Code To Market"

- Predictable, Fail Proof Deployments
  - Same code, same configuration – always. Deploy with confidence
- On-the-fly cloning of production
  - Quickly diagnose and solve productions issues
- Spin up, merge and tear down an unlimited number of environments in just moments for development tasks or QA testing
  - Enable rapid user acceptance testing
- Leverage Agile methodologies by accepting contributions from an unlimited number of contributors, while retaining proper access controls
  - Lock down access to production
- Allow a business users to manage infrastructure themselves
  - Leave the developers alone, don't unnecessarily interrupt them for release tasks
- Instantly backup or restore any environment
  - Release with confidence

# Magento Enterprise Edition
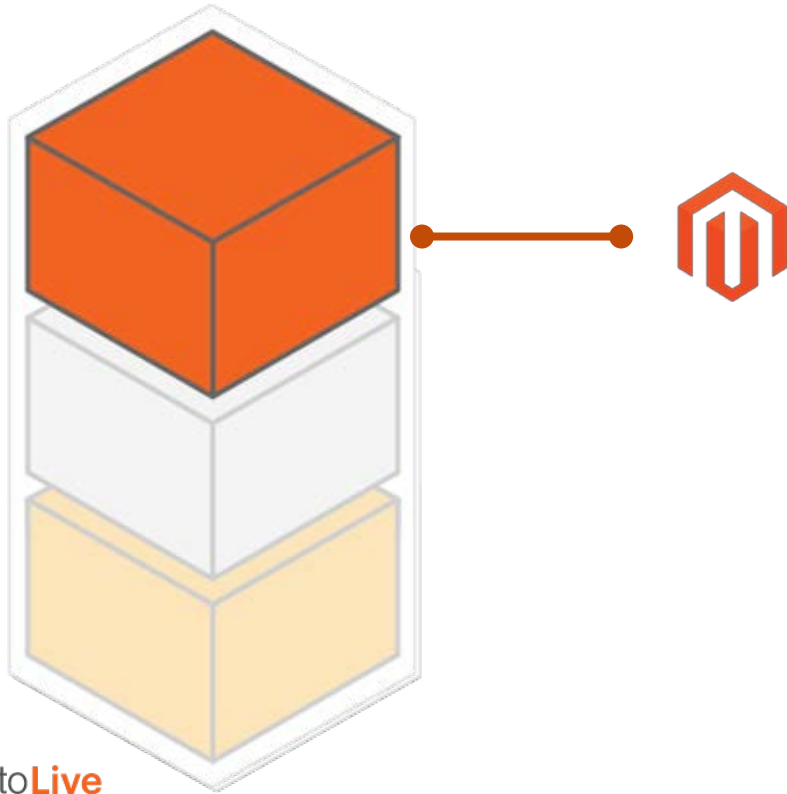
# Magento 2 EE Code – No SaaS Variants

Modern open source tech stack

Industry leading performance & scalability

Streamline customizations via extension framework

**Magento 2**

High code quality and testing framework

Easier installations and upgrades

Simplified external / back office integrations

✓ Single tenancy architecture
✓ Works with all M2 Marketplace extensions
✓ Access to source code, no limitations on customizability
✓ Access to all patches and feature release

# Performance Management Tools
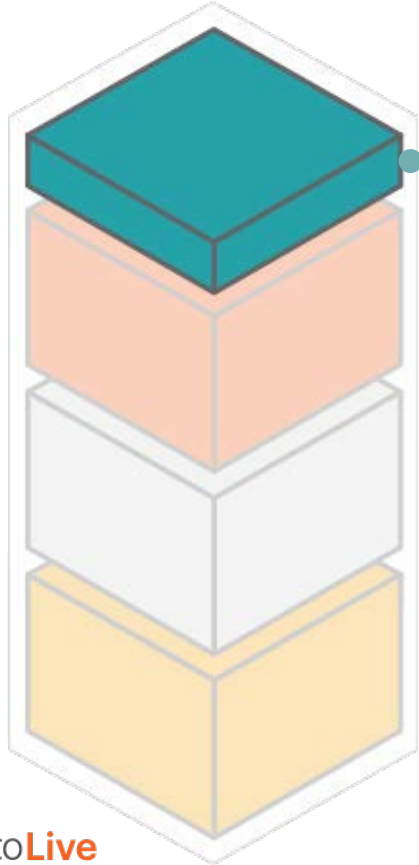


New Relic

blackfire

# New Relic APM – Identify Issues Early

- One single pane of glass for entire team to identify performance issues

- Production ready features provide deep code-level visibility with low overhead

- Deep-dive code-level diagnostics slash MTTR

- Route cause transaction tracing

- Real time performance issue alerting



New Relic®
APM™
Application
monitoring for all
your web apps.
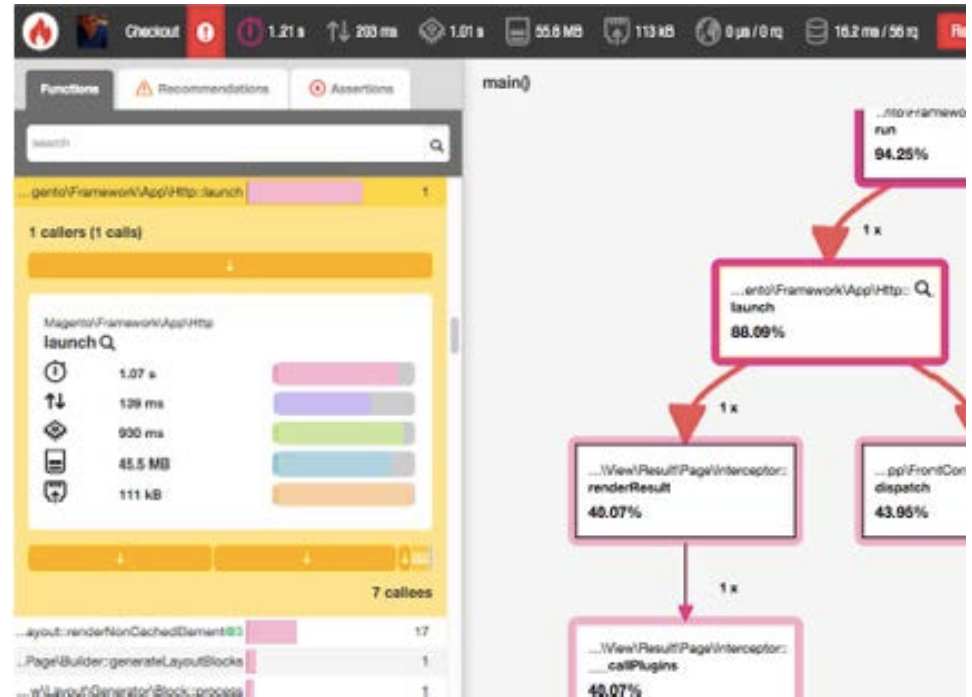
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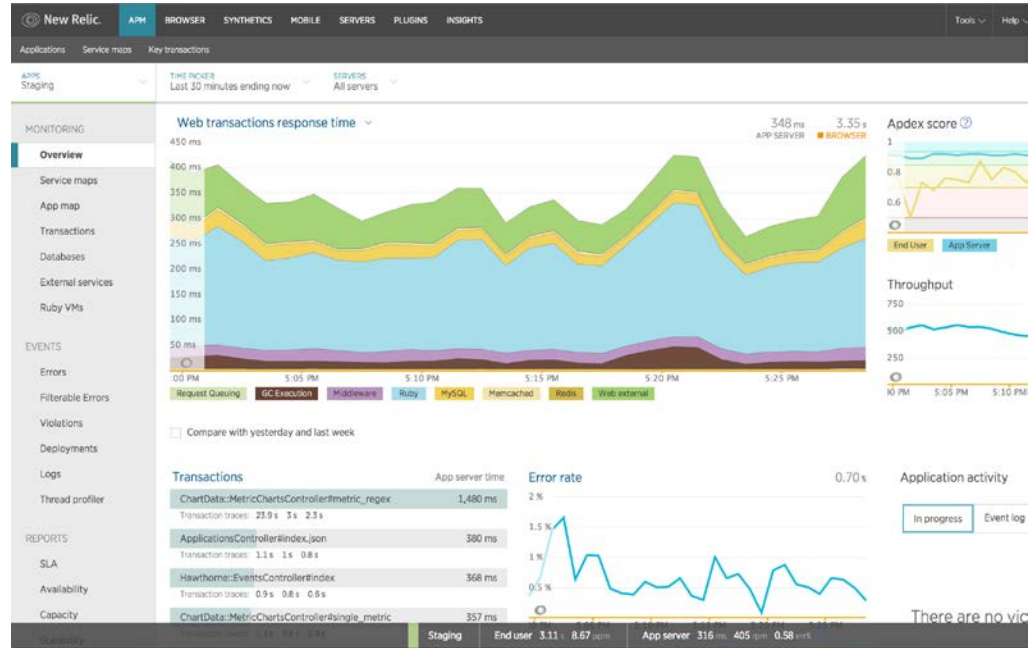
# New Relic Insights for Merchant Business Metrics

- New Relic Reporting Extension is embedded in Magento 2
- Default dashboards for every key line of business
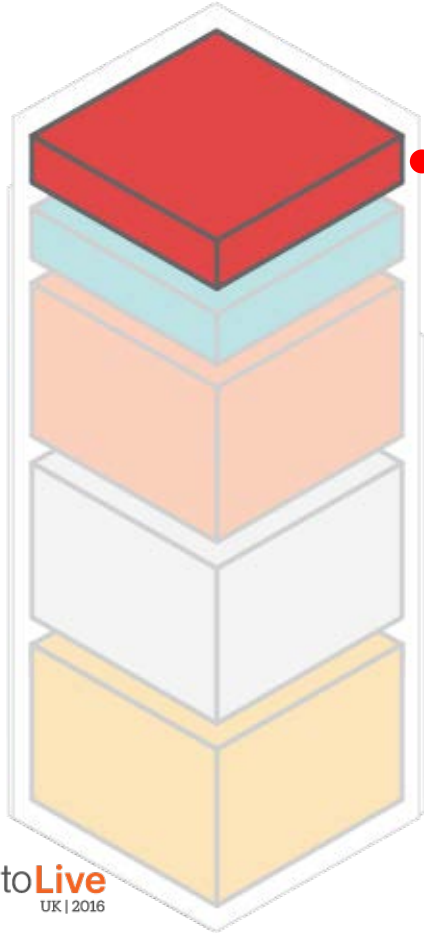- Develop custom dashboards an integrate custom events
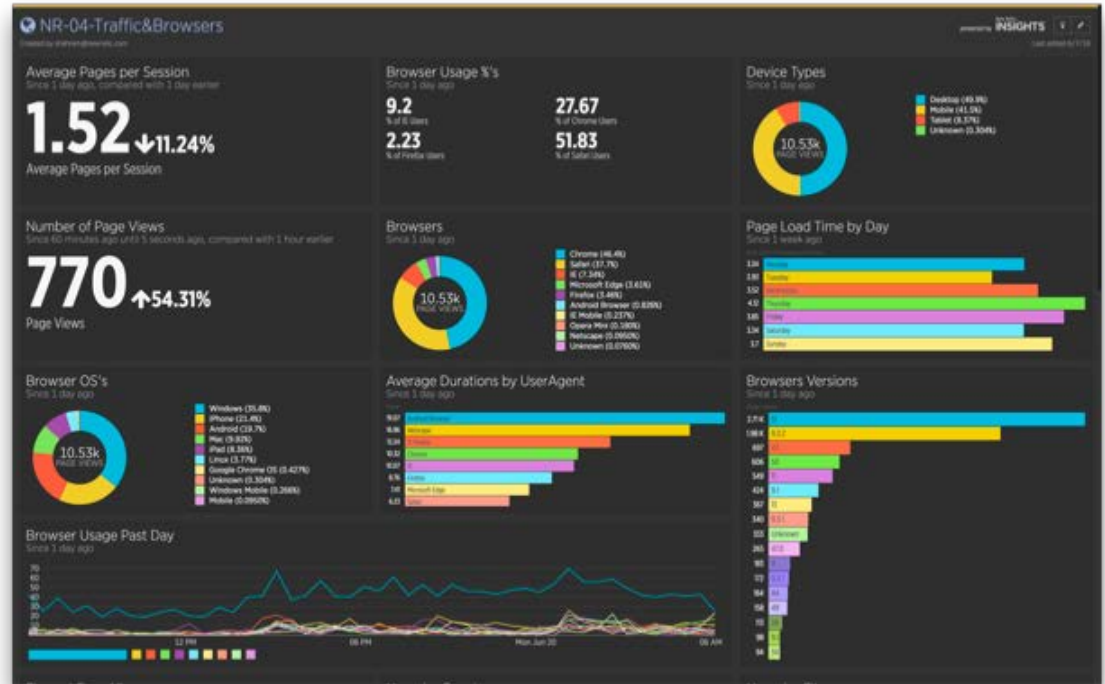
# Blackfire IO – Find The Root Cause

- Find issues directly in production
- Validate features before pushing to production
- Test during development
- Identify issues with 3rd party extensions

# CDN & DDoS Protection

# Fastly Pushes the M2 Varnish Cache to the Edge

**FASTLY** GLOBAL CONTENT DELIVERY NETWORK



**North America**
· Ashburn
· Atlanta
· Boston
· Chicago
· Dallas
· Denver
· Los Angeles
· Miami
· New York
· San Jose
· Seattle
· Toronto

**South America**
· Sao Paulo

**Europe**
· Amsterdam
· Frankfurt
· London 2X
· Stockholm

**Asia**
· Hong Kong
· Osaka
· Singapore
· Tokyo

**Australia & New Zealand**
· Auckland
· Brisbane
· Sydney
· Melbourne
· Perth
· Wellington

**Fastly** Map Key

● POP Locations
● Planned Locations

**Coming Soon**
Chennai, Columbus OH, Dubai, Madrid, Minneapolis MN,
Montreal, Mumbai, Paris, South Africa, Tel Aviv

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# Tight Technical & UX Integration with Magento 2

- Lower infrastructure costs by scaling back capacity and relying on cache

- Automatically configure Fastly within your Magento store and manage the configuration from a dashboard within your merchant admin panel

- Cache both static (ie: images, catalog) and frequently, unpredictably changing content (ie: prices, inventory) for maximum performance

- Update all content instantly, around the world, without impacting site performance



Origin     Magento Storefront     Fastly Origin Shield     Fastly CDN     Shoppers
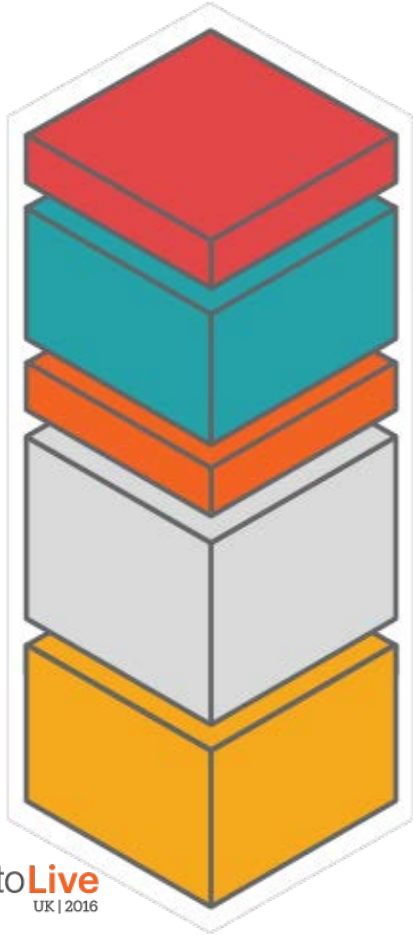
# All-in-One Cloud - Backed by Magento
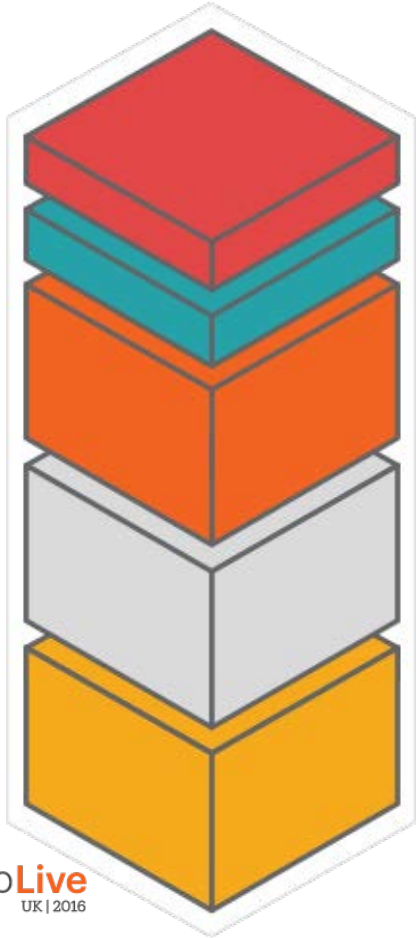
- One contract, one price, one throat to choke

- 24x7 P1 application & infrastructure support

- Monitoring & dynamic environment scaling

- Pro-active patch application

- Solution partner friendly

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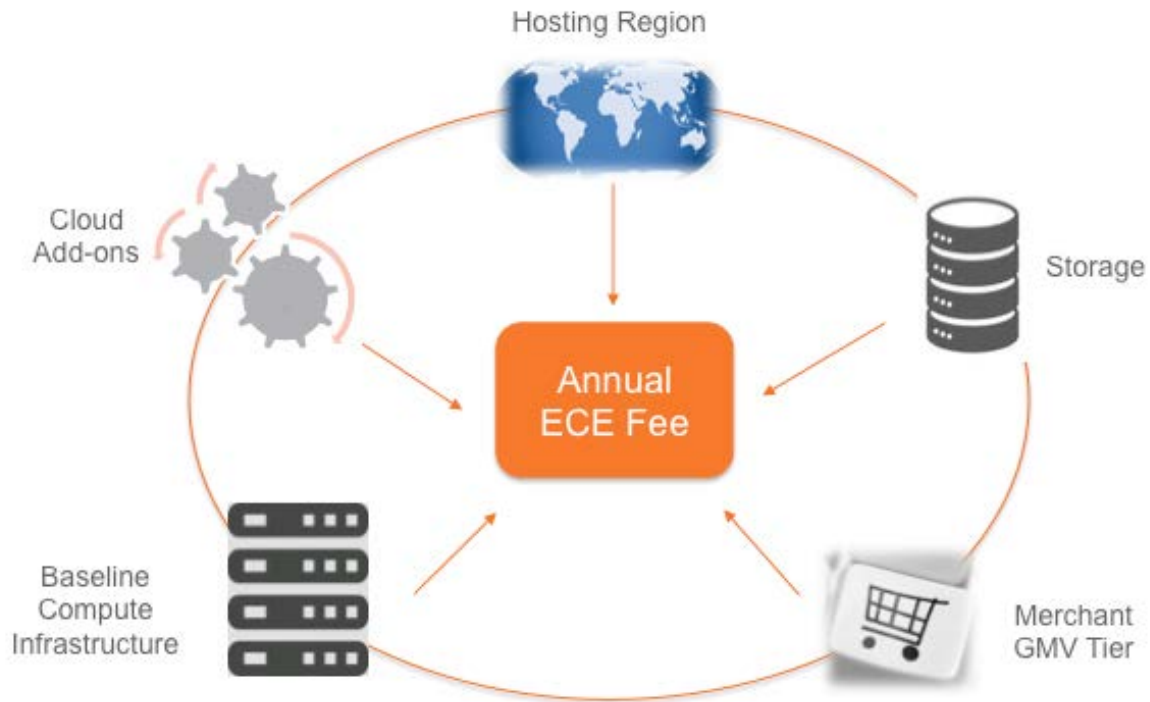
# Enterprise Cloud Edition

*Pricing Deep Dive*

# All Inclusive Pricing

- Fastly CDN and DDoS protection with generous bandwidth allowances
- Unrestricted versions of New Relic APM Pro and Blackfire.io Enterprise
- Full Magento 2 EE License
- PaaS continuous cloud integration tools with unlimited users and 8 non-production environments included
- Full backup snapshots every 6 hours, with 14 day retention
- Triple redundant, dedicated AWS production environment with surge compute capacity included
- 24x7 monitoring, application and infrastructure support

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# ECE Pricing Model

# Q&A