Ecommerce Success: Managing Daily Traffic & Peak Spikes

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Rackspace

KEY TAKE-AWAYS

- Traditional sites can are good for steady traffic, compliance and performance
- Cloud is good for variable traffic
- Hybrid hosting is reliable and flexible which is **ideal** for ecommerce

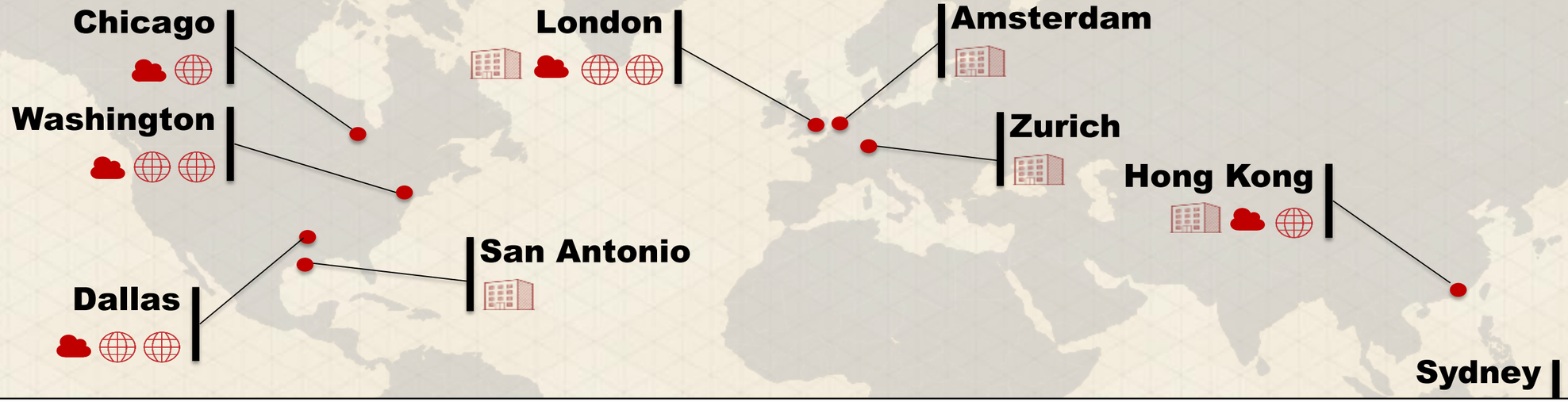
Who Is Rackspace?

GLOBAL PRESENCE

205,000+ CUSTOMERS

120+ COUNTRIES

98,000+ SERVERS



EVANS CYCLES

Virgin trains

Domino's Pizza

UNDER ARMOUR

vue

Transport for London

FUJIFILM

OUR MAGENTO CREDENTIALS

Rackspace:

- over 1000 Magento deployments hosted worldwide
- Preferred provider for key Magento Solution Partners such as Session Digital, Ampersand, Crimson Wing and many more
- Rackspace-hosted Magento customers include:

Dreams

HARVEY NICHOLS

RADLEY
LONDON

ASPINAL
of
LONDON

Ecommerce Requirements for Internet Infrastructure

Security

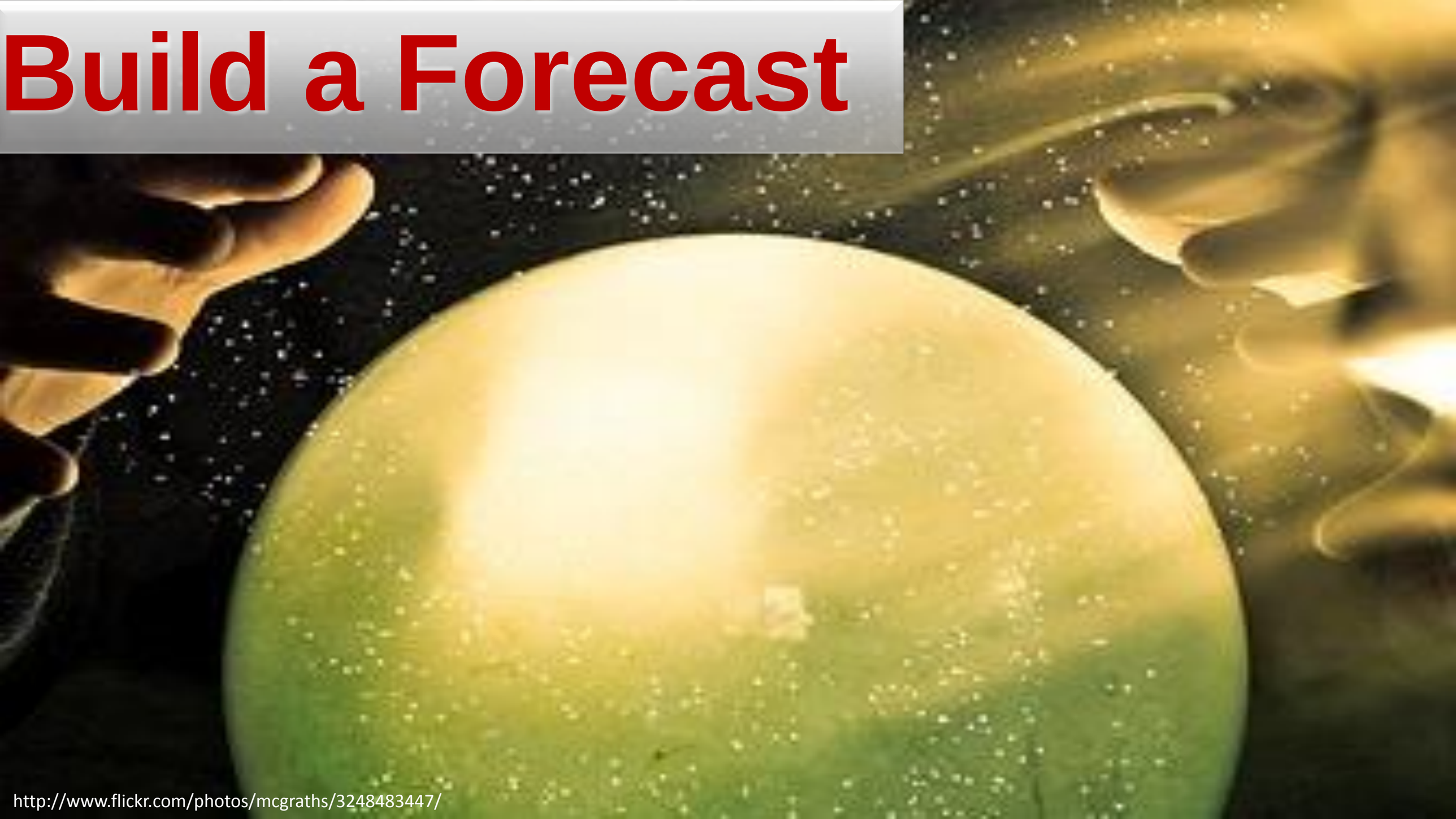
Reliability

http://www.flickr.com/photos/82756760@N00/6103373131

Flexibility

Traditional Approach:

Build a Forecast



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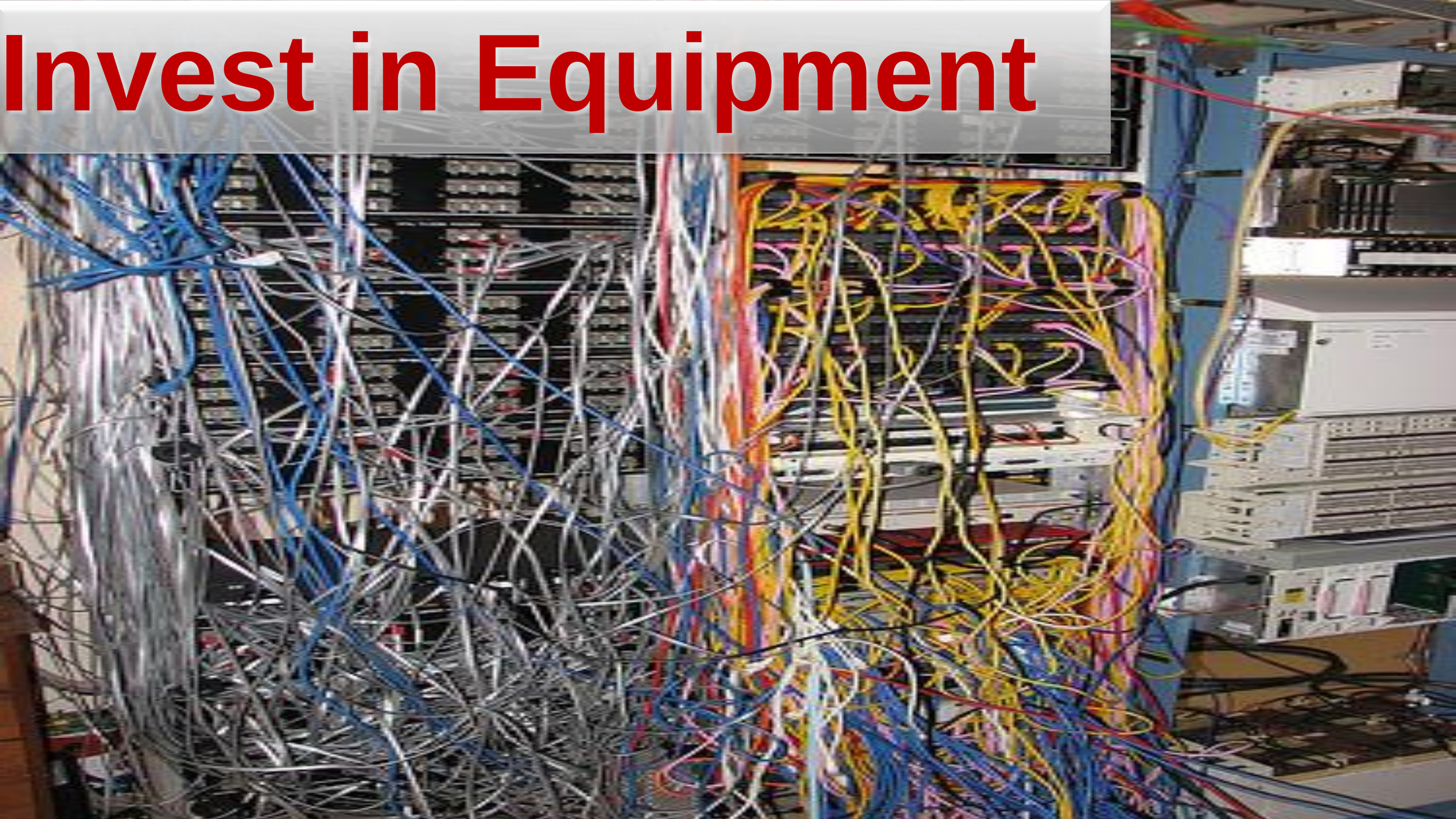
Invest in Equipment

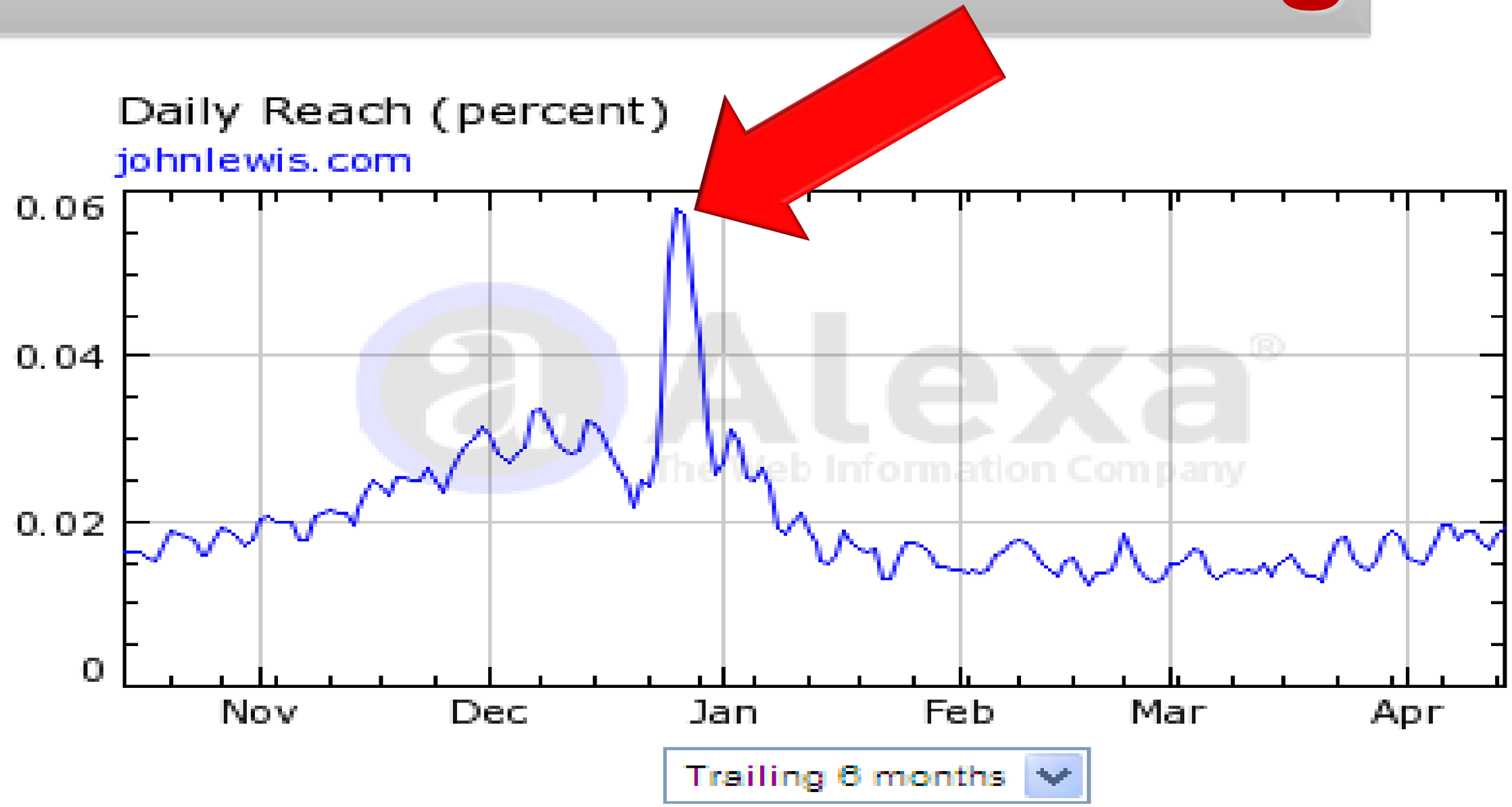


Invest in People

Manage The Risk…

Manage The Risk…

Problem We're Solving



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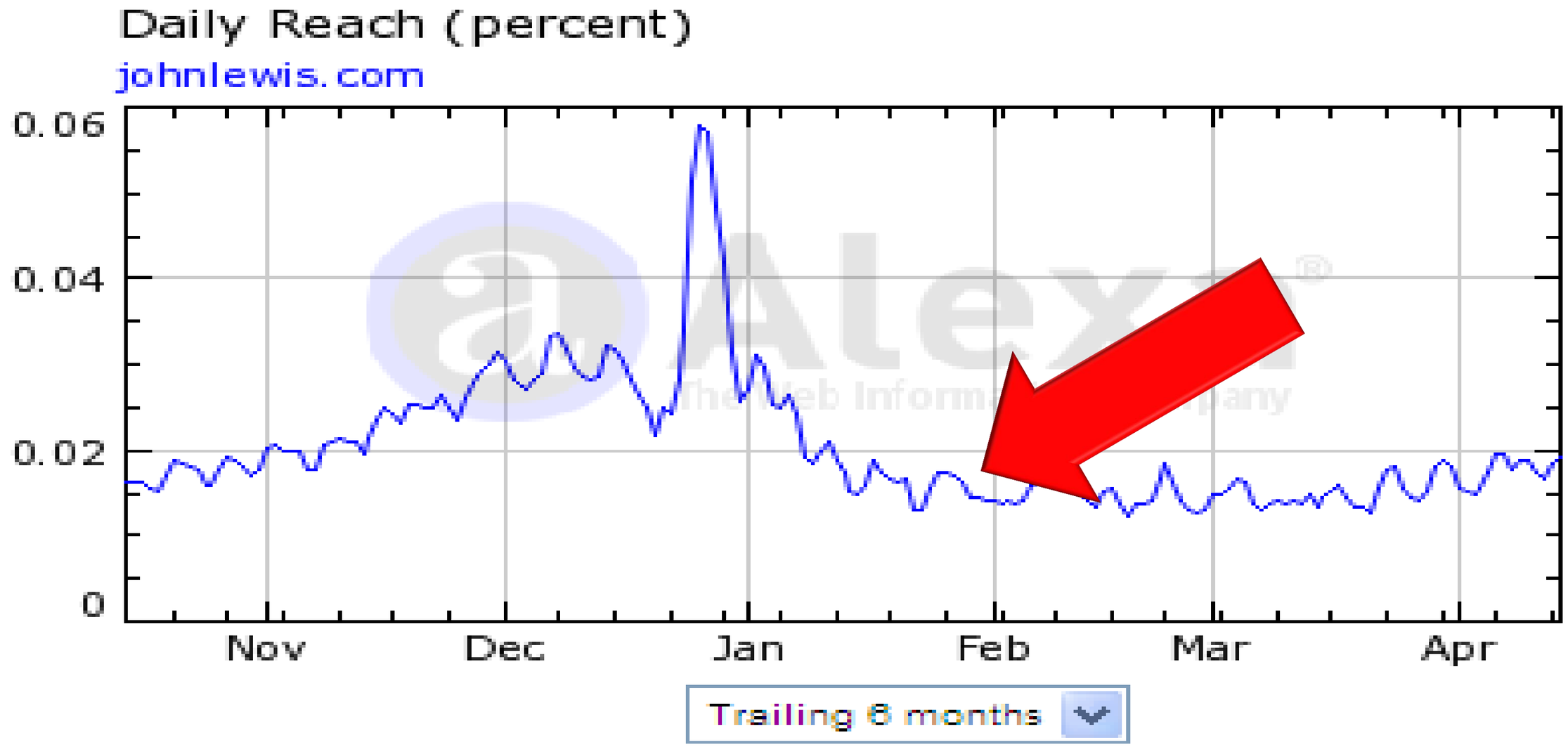


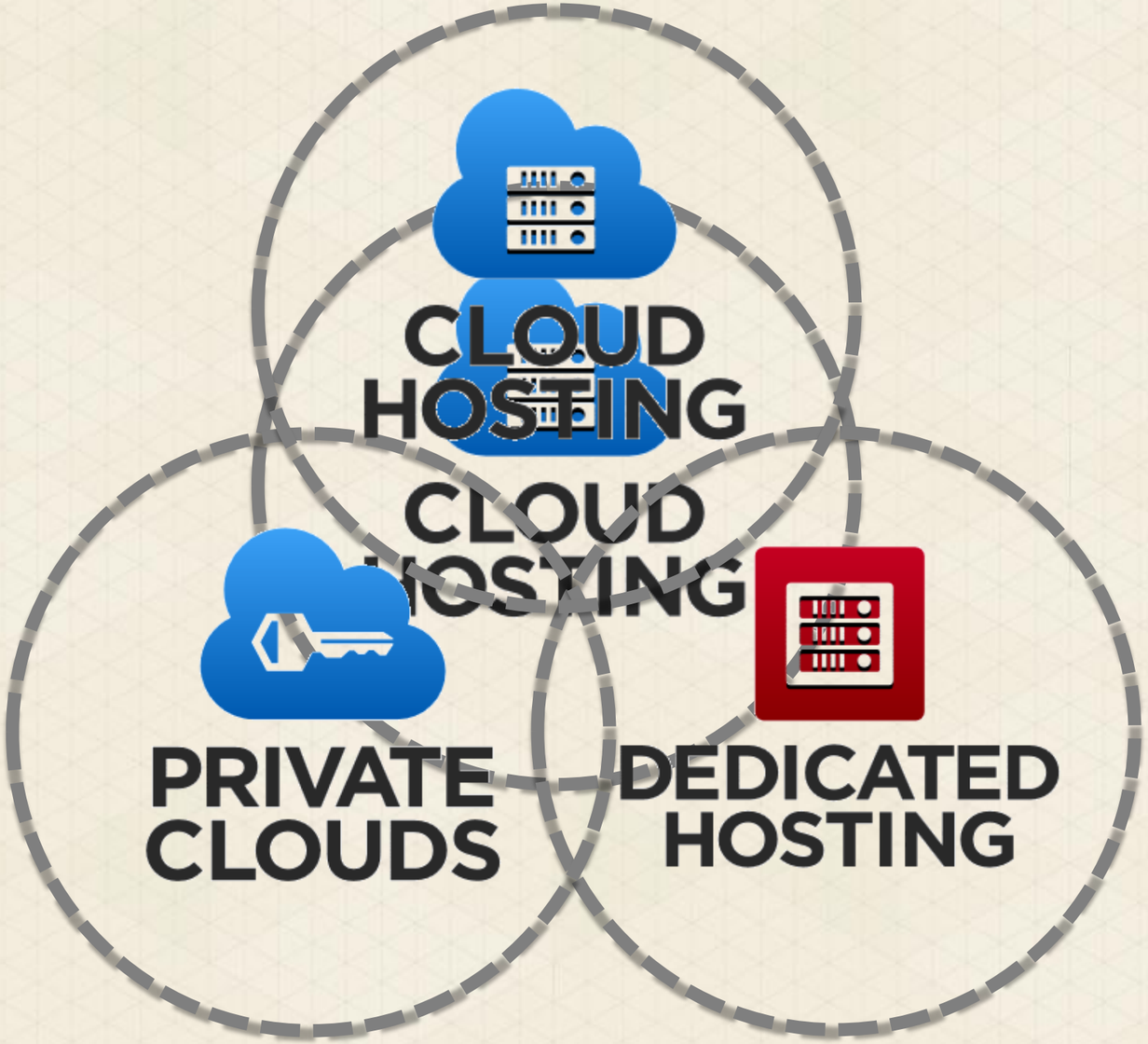
Hybrid Hosting Approach:

What is Hybrid Hosting?

HYBRID DEFINITION:
CLOUD + ANYTHING

HYBRID HOSTING

=



HYBRID DEFINITION:
CLOUD + ANYTHING

=

Reliability ✓

Security ✓

Performance ✓

HYBRID DEFINITION:
CLOUD + ANYTHING

=

Security ✓

Some Flexibility ✓

Any Location ✓

HYBRID DEFINITION:
CLOUD + ANYTHING

CLOUD HOSTING

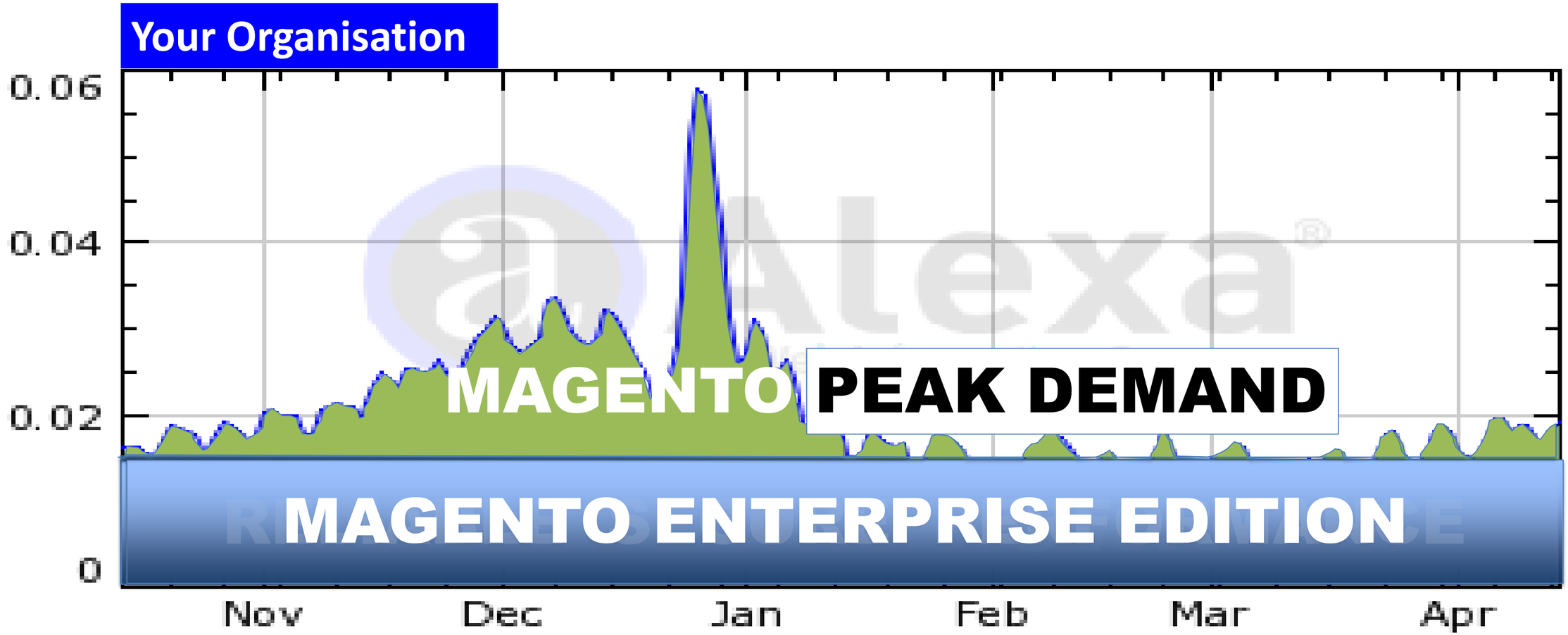
=

Huge Flexibility ✓

Low Risk ✓

Pay-per-use ✓

What This Means For You…



Customer
Experience
GANT
WWW.GANT.COM

HOW DOES HYBRID PERFORM?

- Speed to Market:
  - New Gant site implemented within **20 weeks**
  - Rackspace cloud servers provisioned on average within **2min.25**, less than **0.5%** build failure rate
- Cost:
  - Hosting costs reduced by **50%**

THREE MONTHS LATER...

Page load time down **35%**

290% increase in conversions

...and Orders Up **340%**

In Conclusion….

KEY TAKE-AWAYS

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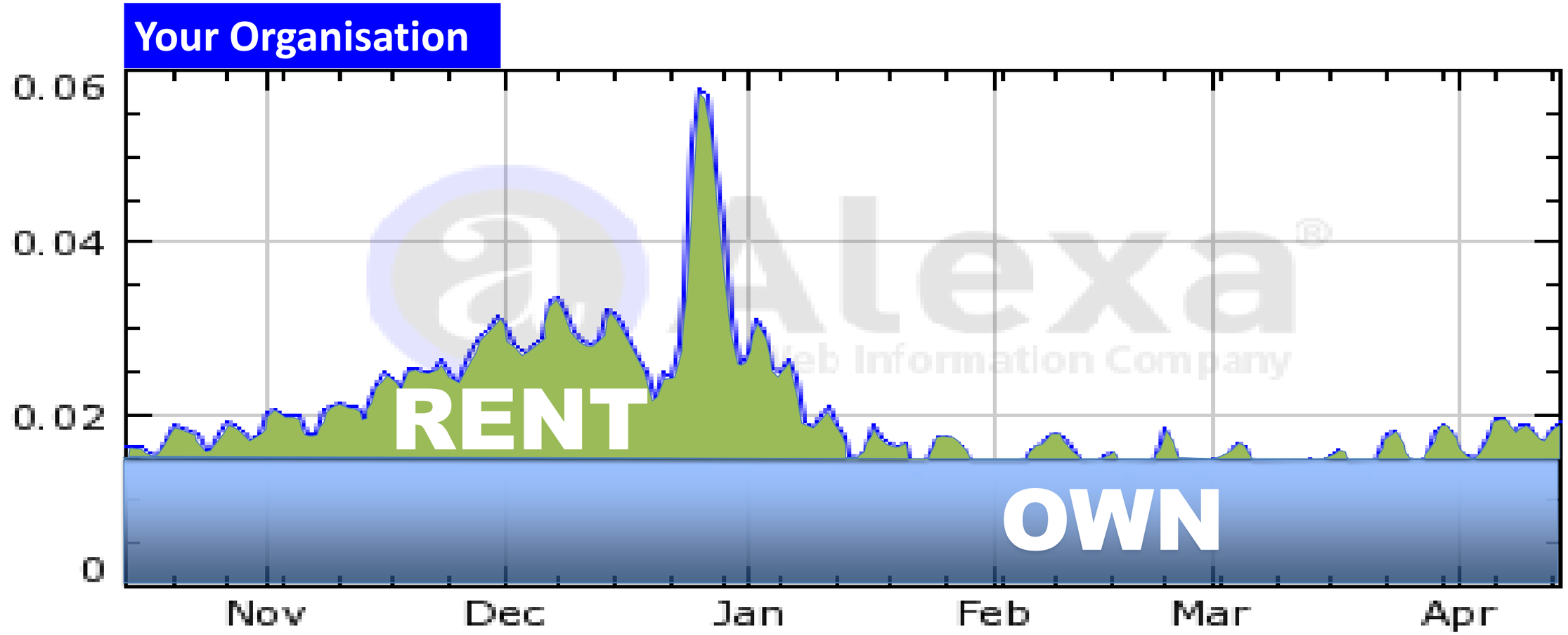
Own the Base & Rent the Spike!



Thank You!

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