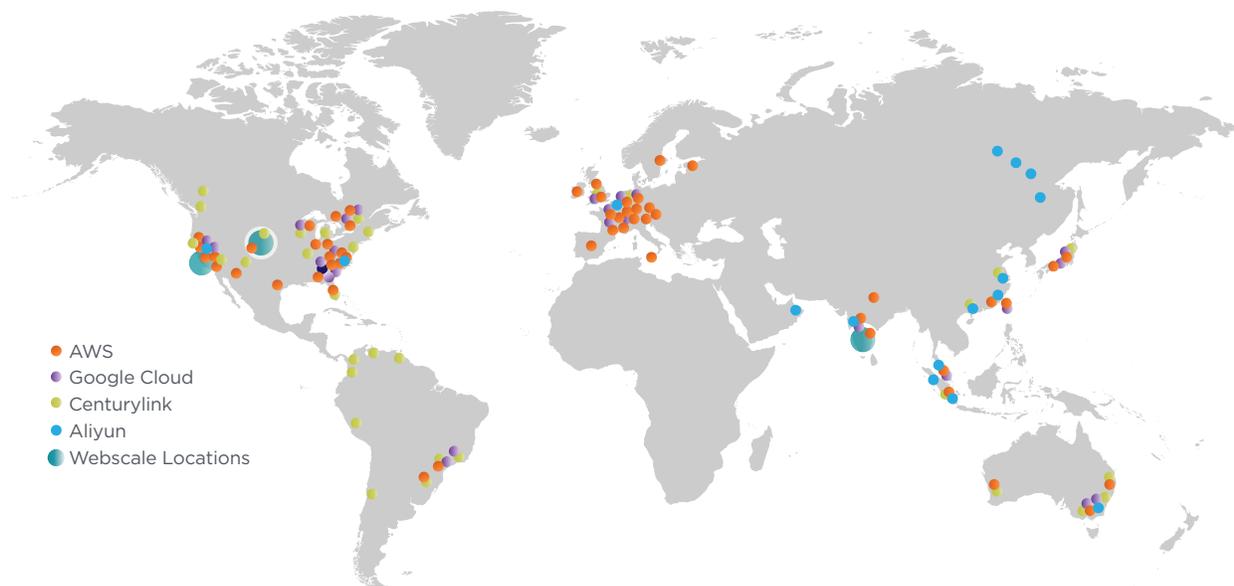


OVERVIEW

Webscale is the E-Commerce Cloud, the simplest and most effective way to manage compute resources, performance and cost when moving your e-commerce business to a private, public or hybrid cloud infrastructure. Delivered as a cloud-native software as-a-service (SaaS), the Webscale E-Commerce Cloud platform provides customers with a portfolio of tools and features that ensure unprecedented uptime across both desktop and mobile platforms, powerful application-aware security and blazing fast performance.

TECHNOLOGY THAT POWERS RAPIDLY GROWING E-COMMERCE BUSINESSES

Webscale provides an end to end solution that delivers 100% uptime at peak traffic, enhances visibility and control over entire storefronts, and improves security and the user experience, all while helping our customers build their brands and grow their revenue. From blazing fast performance through web and mobile content optimization, and high availability through load balancing, to seamless integration with content delivery networks (CDN), predictive auto-scaling, and self-healing of cloud infrastructure, Webscale ensures web applications stay fast and available at all times. Security is provided via a programmable web application firewall (WAF), together with disaster recovery provided by Webscale's 24x7 SLA-based support team.



Webscale platform deployed in 75+ AWS, Google Cloud, Centurylink, and Aliyun datacenters worldwide, and counting



"Since moving into the cloud with Webscale, we've seen our site's performance increase and our hosting costs go down. Webscale has also been instrumental in protecting our site from harmful attacks and preventing bad bots affecting site stability and performance. We couldn't be happier!"

CUSTOMERS



WEBSITE UPTIME

100% AVAILABILITY, WHEN IT MATTERS THE MOST

The key to any application's success, especially in e-commerce businesses with high traffic, is uptime. 24x7 access to online shopping is expected, especially if you cater to a global audience. Even a few minutes of downtime is detrimental to brand and revenue. At Webscale, we focus on increasing uptime of applications with a variety of automated tools that ensure "always-on" availability.



Predictive Auto-Scaling

Making the data plane elastic to handle increased user demand is the first step, but the next layer of concern around traffic surges is the application tier. The application tier typically consists of more than one application server for high availability. The Webscale control plane constantly monitors key health metrics from each of the application servers, such as CPU load, memory usage and incoming traffic demand. This gives the control plane a real time snapshot of the load on the application and a predictive signal as to when to increase the capacity by scaling out the infrastructure. Once the load on the application servers passes critical levels, this tends to decrease application performance and page speeds of visitors. Only Webscale can proactively identify the need to scale out the application servers before they hit critical levels. This not only ensures uptime but also high performance of the application during a surge event of visitors.



Elastic Data Plane

The key to ensuring longevity of the application is to first ensure the Webscale data plane itself never gets overloaded. When there are traffic surges to the application, the Webscale data plane, that fronts all traffic, expands its own capacity by automatically scaling out its infrastructure to add the additional capacity to absorb the surge in visitor traffic. This guarantees that the Webscale data plane is not a point of failure causing downtime.



Load Balancing

A typical e-commerce cloud application consists of an application tier, containing a few application servers, and a data tier, containing one or more databases. To enhance availability of the application, Webscale, in its role as a reverse proxy to the application, distributes the load evenly across the application servers, ensuring no one server is overloaded at any point. This load balancing maximizes efficiency of the application, reduces future infrastructure spend and more importantly, ensures high uptime and performance. Webscale load balancing has customizable policies, with the goal always being to offload the application from a surge in traffic and scaling out the load balancing layer to millions of sessions without downtime.



Self-healing Architecture

Often, the problem does not lie with increased visitors to your site but with a faulty application server, leaking memory or with alarmingly high CPU usage. The Webscale control plane can detect such anomalies and automatically reset faulty applications, data plane or load balancing servers by draining the faulty ones, re-imaging them or bringing up entirely new instances of these servers.



"Existing application delivery infrastructure was designed for the client/server era, not for the demands of DevOps and microservices in a multi-cloud world. Webscale's SaaS approach is suited to customers that want application delivery to be as simple as possible"

APPLICATION-AWARE SECURITY

POWERFUL PROTECTION, DESIGNED FOR E-COMMERCE



Web Application Firewall (WAF)

With its broad experience in the e-commerce space combined with end-end control over hundreds of e-commerce applications on multiple platforms including Magento, WordPress, WooCommerce, Drupal, Joomla, Ruby, Angular and more, Webscale has deployed the world's only purpose built e-commerce Web Application Firewall.



PCI DSS Compliant

Webscale has been PCI DSS Certified since 2014. In Dec, 2017, it successfully completed PCI Data Security Standards 3.2 Level 1 Service Provider assessment.



HTTPS Delivery/SSL

The standard for anything that involves sensitive information like e-commerce transactions, Google is now using HTTPS as a factor in determining the ranking of websites. Webscale converts application infrastructure from HTTP to HTTPS without any changes on your side. We procure digital certificates on your behalf and manage their entire lifecycle. We also maintain the latest versions of SSL/TLS, ensuring the strongest level of security at all times.



Blacklist/Whitelist

Once a cyber attacker has been identified, Webscale allows you to instantly block (or explicitly allow) users identified by address or device type or country through the powerful access control capabilities, permanently or for a specific period of time.



Geo-blocking

Through visitor and session analysis we can identify the geographic and device source of each visitor to the site and effectively block regions or entire geographies if required.



WAF Rules (Predefined and Custom)

Webscale automatically identifies the type of e-commerce application you have, and has a pre-built set of rules that thwarts the common vulnerabilities that may be exposed by your application. As we learn about new attacks and block them for any customer, we apply these learnings for all, instantly upgrading the security infrastructure of every application we manage. You have extreme flexibility in managing security policies - you can bring your own WAF rules, manage and expand on them, or write your own using the powerful Web Control capability.



Shield Mode

DDoS (Distributed denial of service attacks) attacks go after web applications with a deluge of requests from bots, that attack applications to bring them down and take them hostage in exchange for ransom payments. Webscale's Shield mode provides one-click instant DDoS protection, requesting validations for human access to keep out bots attacking the application.



File Integrity Monitoring (FIM)

Many cyber exploits occur at the code level, where malicious agents are inserted into the application infrastructure to take it hostage or steal sensitive information. Webscale is the first to mitigate powerful traffic attacks with FIM. Webscale can constantly monitor and manage any code and asset changes to your infrastructure, alert you of any changes and, if necessary, automatically prevent malicious agents from infecting the users and traffic.

BLAZING FAST WEBSITE PERFORMANCE

PAGE LOAD TIMES THAT EXCEED YOUR CUSTOMERS' EXPECTATIONS

Webscale is the only multi-cloud solution that enables e-commerce businesses to rapidly migrate to the cloud, enhancing visibility and control over their applications. Delivered as a cloud-native software as-a-service (SaaS), the Webscale platform provides customers with a portfolio of tools and features that ensure efficient usage of application infrastructure, blazing fast performance and unprecedented uptime across both desktop and mobile platforms.



Intelligent Caching

Static assets can be cached and delivered from many servers, eliminating round trips to the origin or to the Webscale data plane itself. This in turn makes web page views faster. Webscale deploys caching at the data plane from which any requests for static content are being served, without sending the requests to your application infrastructure. This leads to better offloading and faster response times. Webscale also allows lets you create and manage caching policies using cache control headers that are enforced by the backend or the Webscale data plane.



CDN - Performance at the Edge

A content delivery network (CDN) is a globally distributed collection of servers placed in close proximity to Internet users all over the world. CDNs focus on delivering website performance by storing cacheable and delivering static content closer to end users. While Webscale is not a CDN in itself, we are deeply integrated with leading CDNs, rewriting static assets to be delivered directly by a CDN, leveraging their proximity to users and significantly accelerating website performance and page views.



Content Optimization

Webscale reduces both the number of assets needed and the size of the responses to make a web page available for the user. Webscale uses advanced content optimizations in real-time to optimize the web page asset delivery, in addition to taking into account the type of device requesting the web page. Some of these optimizations include:



Combining multiple assets into one



Minimizing assets by removing whitespace & comments



Inlining assets into the web page



Reducing DNS resolution time

Website performance degradation of a web page may also be caused by slow retrieval of 3rd party assets - assets that are owned or managed outside of your application infrastructure. Webscale's powerful Web Controls enable website performance improvements by configuring 3rd party assets to be deferred or downloaded in parallel, speeding up overall page load time.

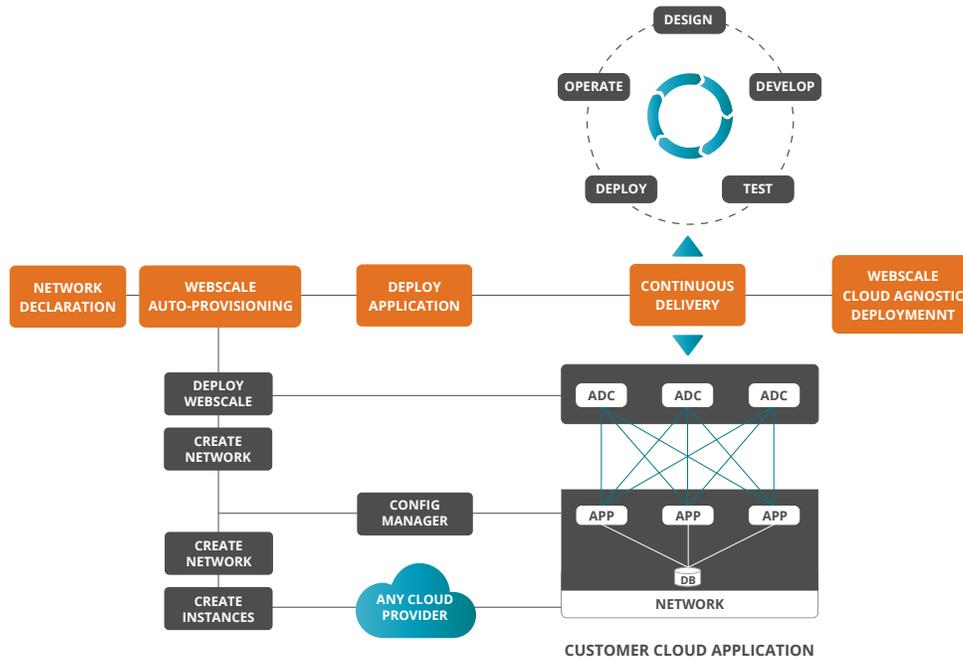


"Webscale's autoscaling is super-fast, super responsive, and most importantly it works every time. Webscale has been a fantastic addition to the RMO team, and I would absolutely recommend them to any Magento store."

SOFTWARE DEFINED SIMPLICITY

AUTOMATICALLY DEPLOY, MANAGE AND MAINTAIN INFRASTRUCTURE

As the leader in cloud management and control, Webscale works extensively with global online businesses to help re-architect applications to take full advantage of the cloud. Our process supports the e-commerce segment's need for features, scale, and performance optimizations that would otherwise be impossible to achieve in the managed hosting environments, or via the traditional "lift and shift" approach.



Webscale Auto-Provisioning

Webscale's auto-provisioning workflow enables continuous integration and brings unprecedented levels of resilience for workloads. For example, if your web application is returning errors after a code change, a rolled back system can be launched in minutes, helping you get your storefront back up and running with minimal disruption.

Continuous integration also facilitates complete control up and down the stack, from performance features like content optimization, intelligent CDN usage and security features like web application firewalls (WAF), file integrity monitoring (FIM) and Distributed Denial of Service (DDoS) mitigation, to advanced infrastructure management features like right-sizing, predictive scaling and server self-healing to ensure your deployments remain cost effective and high performing with minimal human interaction.

End to End Automation, Built for DevOps

Webscale auto-provisioning uses leading configuration management tools like Chef to represent the complete application infrastructure, including networks, instances and the applications themselves in a programmable manner. The central premise is based on end to end automation and security, addressing the evolving workflow of IT organizations to DevOps-centric processes.

The Webscale platform provides agility, scalability and access to leading-edge IT capabilities, that are only available in the cloud. Moreover, cloud migration via a software-defined infrastructure, in a highly defined DevOps workflow, moves cloud deployments from weeks to minutes and automates application monitoring and control, delivering 100% available, blazing fast web applications.

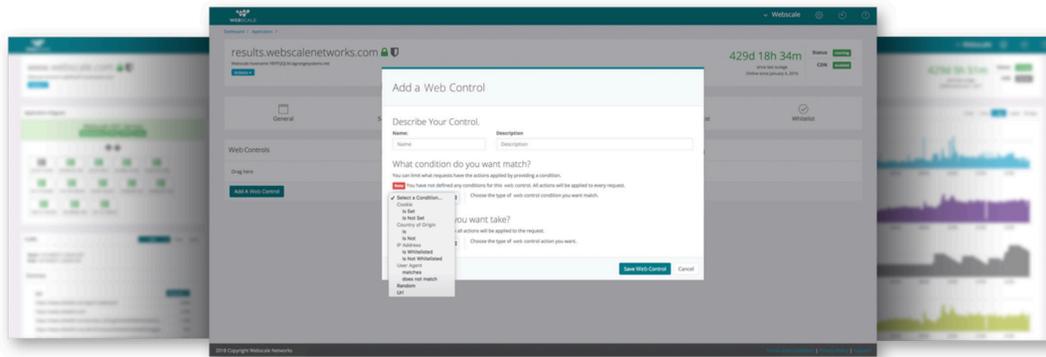
COMPLETE APPLICATION CONTROL

POWERFUL DIY TOOLS TO SOLVE TRAFFIC AND APPLICATION CHALLENGES

The Webscale technology stack has the ability to control, both the cloud resource allocation and the behavior of applications in response to traffic patterns and web requests. This application awareness allows Webscale to truly bridge the gap between the application and its use of infrastructure. Web and Cloud Controls are simple, yet powerful DIY application control tools that solve intricate and complex traffic and application problems.

Web Controls

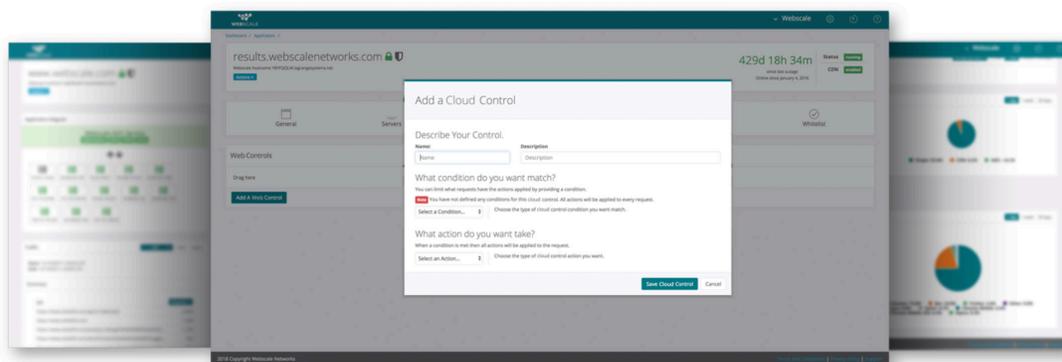
Web Controls provide a synchronous rules-based approach to managing how e-commerce applications respond to web requests (traffic). Each control consists of a set of conditions that when true will cause the Webscale data plane (the application delivery controller) to execute whatever actions are associated with the control and change the behavior of the traffic. Web controls are adept at applying logic or modifying how part of an application responds to its requesters.



An example of a simple Web Control would be routing the subdomains of the application to an alternate server or cluster. Other actions could include denying or dropping a request, rewriting application responses to improve performance, or redirecting the request to an alternate location to enable a global presence for a customer.

Cloud Controls

Cloud Controls provide an asynchronous mechanism for detecting conditions within the e-commerce application and its infrastructure, and applying automated controls to alter the infrastructure available to the application deployment to address the issue adequately.



An example of a Cloud Control would be the detection of a shortfall in processing or network capacity, that would require the automatic scale out of the web application to maintain response times, performance and availability.

DISASTER RECOVERY YOU CAN RELY ON

COMPLETE MULTI-CLOUD RESILIENCY FOR WEB APPLICATIONS

Every major cloud provider has experienced unexpected downtime, often resulting in multiple hours of unavailability, costing not only revenue, but a loss of brand reputation and consumer trust. Webscale Multi-Cloud Disaster Recovery (DR) addresses these challenges, helping businesses remain always-on and high performing, even if their primary cloud provider is suffering from operational downtime, a cyber-attack or worse.



True multi-cloud disaster recovery

Webscale Multi-Cloud Disaster Recovery (DR) operates across different regions of a cloud provider or entirely different cloud providers to provide a business continuity plan that helps businesses remain always-on and high performing in the event of operational downtime, while adhering to compliance requirements where needed.



Multiple disaster recovery options

Webscale Multi-Cloud DR provides two different options for disaster recovery—Webscale Cloud Backup and Webscale Cloud Mirror.

Webscale Cloud Backup enables customers to make a copy of their entire backend—the application and data server—on a periodic basis. For mission critical applications, Webscale Cloud Mirror allows customers to keep a near real-time replica of their systems in an alternate cloud provider location. Both Cloud Backup and Cloud Mirror feature Webscale’s always-on, global ADC tier, ensuring the consistent availability of your application’s web layer, expediting failover and service restoration.



Automated Failover

Webscale constantly monitors cloud provider availability, as well as its customers’ applications for any issues or outages and works with you to determine the optimal failover decision. If downtime occurs, Webscale will automatically failover to the scheduled primary alternate region with your approvals.



Recovery times that count

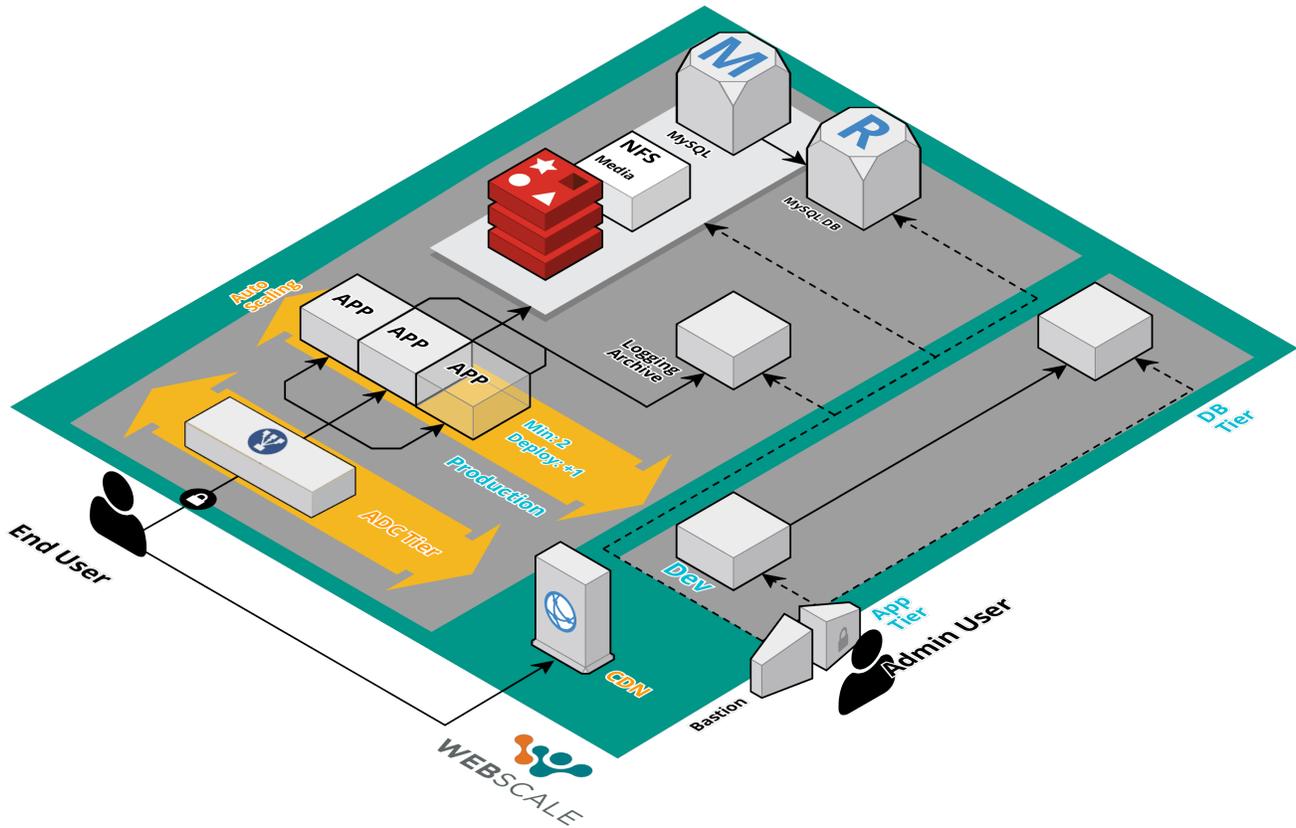
For Webscale Cloud Backup users, the new region will be up and running with live traffic as soon as possible, with the data server state synchronized from the time of the last backup. Webscale provides an SLA for its Cloud Mirror service. Users are guaranteed to have their site up and running in the alternate location within 60 minutes and with no more than 15 minutes of data loss.



“The Webscale solution allows us to failover from one cloud to another within 60 minutes, whereas in the past we could be down for half a day or more in the event of a cloud provider outage”

WEBSCALE ARCHITECTURE

EXTREME PERFORMANCE, HIGH AVAILABILITY AND POWERFUL SECURITY



LINKS TO FURTHER INFORMATION

FREE TRIAL

LEARN MORE

2-MINUTE VIDEO

ABOUT WEBSCALE

Webscale is the E-Commerce Cloud company. We are the only multi-cloud solution that enables e-commerce businesses to rapidly migrate their storefronts to the cloud, enabling 100% uptime at peak demand. The E-Commerce Cloud platform delivers enhanced visibility and control over web applications, as well as improved security, performance and user experience, designed to help e-commerce businesses focus on building their brands, not managing their infrastructure. The world's leading experts in cloud technology and e-commerce platforms, Webscale keeps users loyal and engaged by delivering a fast, reliable and secure web presence. Webscale has offices in Silicon Valley, CA, Boulder, CO and Bangalore, India.