



WEBSCALE

# DOLLS KILL

Dolls Kill is a leading global online fashion retailer that celebrates a rebellious spirit and attitude, mixed with a bit of punk rock, goth, glam, and festival fashion. The company was named the "Fastest Growing Retailer" in 2014 by Inc Magazine, which also included Dolls Kill as one of the "Top Companies in San Francisco."

**INDUSTRY:**  
FASHION

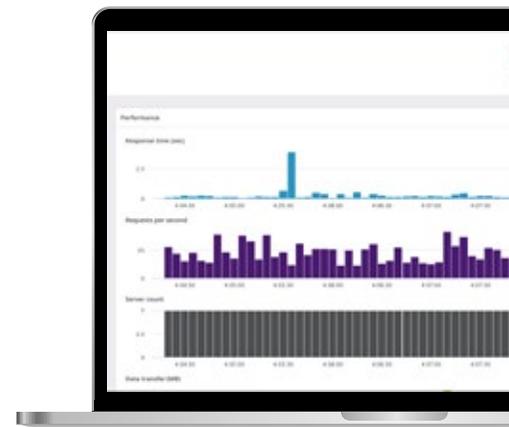
**4.5M+**  
MONTHLY  
TRAFFIC

**PLATFORM:**  
 **Magento**



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We see much faster site performance and much less downtime on Webscale than we did on managed hosting.



## CHALLENGES

Dolls Kill experienced multiple site crashes between Black Friday and Cyber Monday 2016. They needed a solid, scalable infrastructure that would provide their customers with a great user experience when visiting their storefront. Their previous managed hosting solution was unable to cope with massive surges in site traffic, and became sluggish and prone to downtime, especially when their marketing team ran promotions and influencer campaigns.

**#1 CHALLENGE**  
SITE CRASHES

**RESCUED FROM**  
NEXCESS

# SOLUTION



Webscale supported Dolls Kill's migration to AWS (from managed hosting) and helped design and implement the site's AWS architecture.

Webscale provides Dolls Kill with:

- Stable, secure, and scalable hosting infrastructure, without the prior overhead of designing, implementing, and managing it.
- Unlimited, real-time, and predictive auto-scaling, capable of forecasting traffic surges and scaling ahead of demand automatically, ensuring 100% uptime and fast page loads, at all times.
- Application-aware Web Application Firewall (WAF) that delivers robust protection against DDoS and application-specific cyber-attacks.



# RESULTS



During subsequent Holiday Seasons, dollskill.com performed much faster, was more responsive, and saw zero downtime.



With Webscale's 24x7 support team and cloud management experts, Dolls Kill has acquired an extension to its own technical team.



With auto-scaling, Dolls Kill is able to prevent the loss of millions of dollars in sales due to downtime and improve site performance.



Webscale provides Dolls Kill visibility into server load, and enables the detection and mitigation of security threats.

