

WHY WEBSCALE

Webscale's "Any Platform" Commerce Cloud is a cloud hosting platform powered by a portfolio of multi-tenant software-as-a-service solutions, automation tools, and technical features. Together, they deliver unprecedented uptime, blazing fast performance across both desktop and mobile devices, powerful application-aware security, and 24x7x365 support with industry-leading SLAs, guaranteed by certified cloud engineers.

100% AVAILABILITY: A Webscale deployment combines a decentralized control plane, a distributed data plane that "fronts" application traffic, and real-time backend monitoring and control of the application. Webscale's predictive auto-scaling leverages predictive analytics to forecast changes in user demand (site traffic) and proactively scales out/in application infrastructure, in real-time through automation. In its role as a reverse proxy, Webscale also distributes load evenly across the application servers. If faulty application servers are detected, the Webscale control plane's self-healing capability automatically detects anomalies and automatically brings up new instances. Webscale's Disaster Recovery solutions ensure a completely fault-tolerant architecture, that protects against data loss through failure of the infrastructure tier, or even cloud zones.

360° SECURITY: Webscale offers 360-degree web application security, securing transactions from the browser, to the Webscale data plane and deep into the application infrastructure. This includes monitoring and analysis through machine learning, detection, mitigation and ongoing protection through automation. Threats identified by Webscale are instantly blocked, typically before reaching the application infrastructure, reducing load and capex spend for infrastructure as well as protecting brand and revenue. Advanced Bot Management protects against attacks from sophisticated bots, while malicious file changes are instantly identified, servers are quarantined and attackers are blacklisted to provide automatic real-time origin infrastructure protection.

SITE PERFORMANCE: Webscale's distributed data plane accelerates page views through end-end website performance optimizations, from the Internet edge to the Webscale layer and beyond, deep into the application infrastructure. Webscale is constantly monitoring and improving all facets of web applications, from better static and dynamic caching to including a CDN footprint to optimizing web page content, image management and accelerating user interactions.

SEAMLESS MIGRATION: Webscale re-architects applications to take full advantage of the cloud. Webscale defines application infrastructure as code, creates a blueprint, and makes it possible to deploy any version of the ecommerce application, into any cloud, from within Webscale's custom-built auto-provisioning system. Deployment is done with a simple push of a button, and in minutes. Webscale's approach reduces time to market, improves performance, enables continuous integration and delivery, and prevents human errors.

VISIBILITY AND SUPPORT: The Webscale portal offers a comprehensive view of a website's infrastructure and user experience, which includes everything from event logs to uptime, performance, and security, replacing the need for broader application tools, where the diagnosis of issues becomes a complicated triangulation process. All Webscale DevSecOps specialists are qualified in multiple cloud technologies and deployment models, coupled with deep experience of the unique challenges of the ecommerce space. As such, Webscale can provide a perfect extension to a merchant's support and technical teams.

ANY PLATFORM, ANY CLOUD: Webscale's 24x7x365 support team is staffed by ecommerce and cloud experts that have migrated, and continue to manage more than 3,000 online storefronts in eight countries, across platforms such as Magento, WooCommerce, SAP Hybris, Oracle Commerce, Drupal, and custom applications. Unlike traditional hosting providers, Webscale's team is also certified in multi-cloud environments, including Amazon Web Services (AWS), Google Cloud Platform, and Microsoft Azure.

ELASTIC DATA PLANE

PREDICTIVE AUTO-SCALING

LOAD BALANCER

SELF-HEALING

DISASTER RECOVERY

ELASTIC WEB APP FIREWALL

DDoS PROTECTION

BLACKLIST / WHITELIST

WEB CONTROLS

INTRUSION DETECTION

BOT MITIGATION

DYNAMIC SITE CACHE

IMAGE MANAGEMENT

CONTENT OPTIMIZATION

TLS OFFLOAD

AUTO-PROVISIONING

CLOUD MIGRATION

WEBSCALE PORTAL

24x7x365 SUPPORT

APPLICATION EXPERTISE

