

TECH GUIDE

## More than just a Hosting Provider

100% Uptime, Blazing Performance  
and Powerful Security, in Any Cloud

Webscale offers fully managed cloud hosting, but we are more than just a hosting provider. With thousands of storefronts in the public cloud, Webscale offers the only cloud hosting and management solution that delivers 100% uptime, powerful security, and high performance in any public cloud environment. With Webscale, you can realize the true benefits of the cloud – extreme flexibility, infinite capacity, predictive scalability, and up to 75% lower costs by having a system that is always right-sized, so you only pay for what you use.



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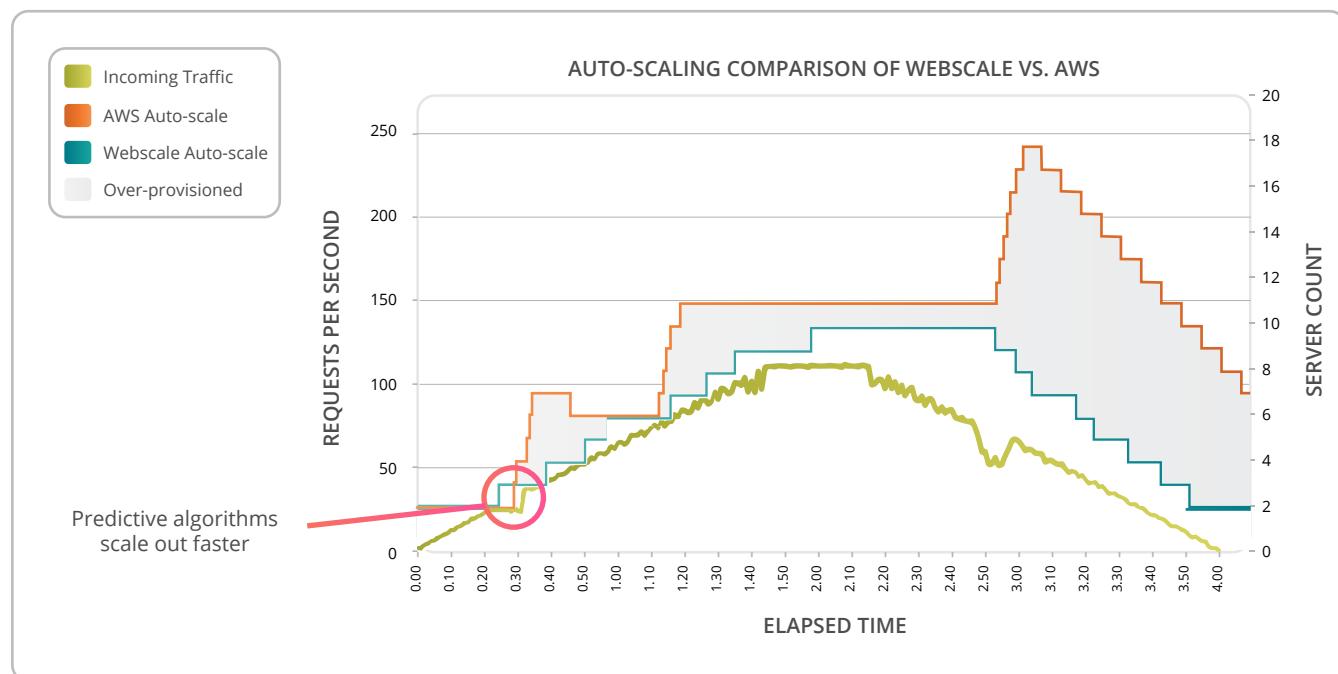
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Purpose Built for  
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# 100% Uptime

Imagine your marketing promotion or influencer campaigns on Black Friday resulted in a large and dramatic increase in visitors to your website. Your website needs to react accordingly and automatically scale to cater to that valuable surge in traffic. Most hosting providers don't offer flexible auto-scaling, namely the ability to scale out as much as necessary to meet demand, while maintaining consistent response times for your users. Typically, you'll be assigned a predefined capacity that you could easily exceed, or a form of limited, reactive auto-scaling that results in a deteriorated user experience at higher traffic volumes.

Webscale offers unlimited, real-time, and predictive auto-scaling, capable of forecasting traffic surges and scaling ahead of demand automatically to ensure 100% uptime, at all times. Webscale technology keeps page load times consistent, and websites fast and available, regardless of the increasing traffic volume.



# Right-sizing Infrastructure and Costs

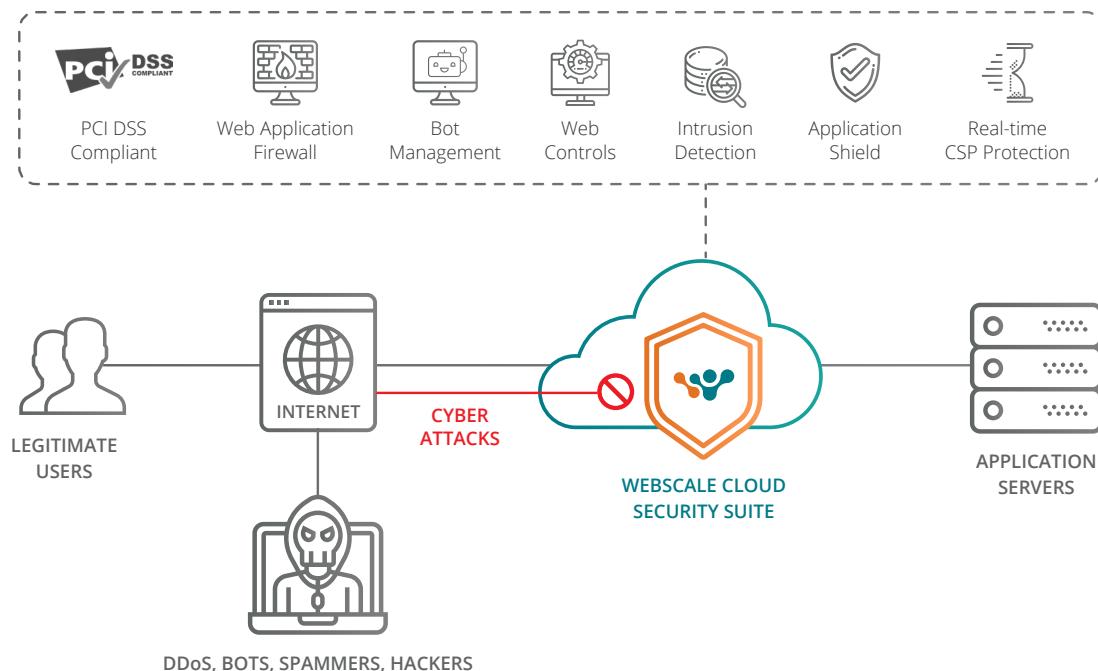
Without auto-scaling, you're forced to buy excess capacity or extra servers to cover you in the event of a traffic surge. Exceed that capacity and your site slows to a snail's pace, or more likely, goes down completely. Stay under that capacity, and you're "over-provisioned" and paying for resources you're not using.

With Webscale, your infrastructure is always right-sized, scaling out with demand, and scaling back as soon as that demand subsides, keeping your costs to a minimum while your performance stays blazing fast.

## 360-degree Security

Cyber attacks are on the rise. A malicious attack can result in significant damage to a storefront's brand, revenue, and customer loyalty. Robust cybersecurity measures must be adopted to protect the business and its customers.

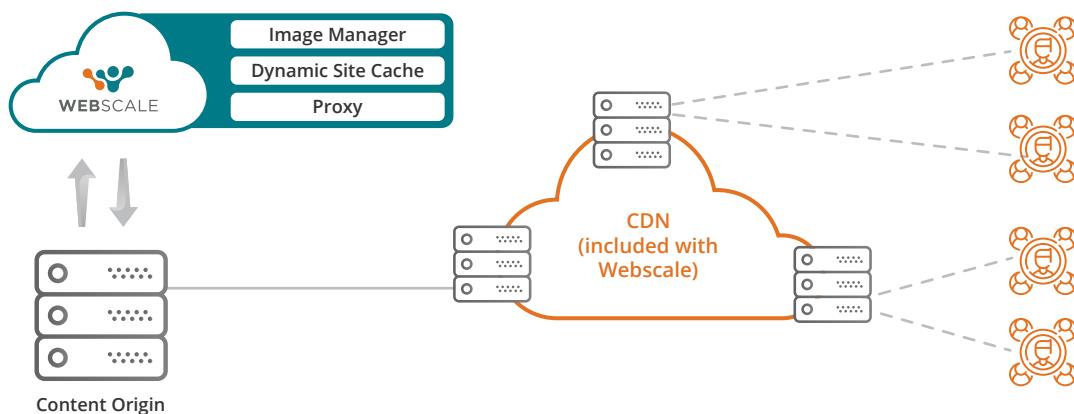
Webscale is the only solution to offer custom 360-degree protection for your ecommerce application infrastructure – against traffic-based attacks or malware insertions at the backend, eliminating the need to invest in premium content delivery networks (CDNs) or web application firewalls (WAFs) that generally provide security at the edge. Our application-aware WAF provides robust protection against application-specific attacks. Webscale has security features that protect against Distributed Denial of Service (DDoS) attacks and prevent bypassing the Webscale security layer to target the backend directly. Webscale Cloud Bot Manager delivers advanced bot management capabilities, proactively identifying suspicious browsing and attack patterns, and mitigating malicious bots through reputation and machine learning techniques. Webscale also has Intrusion Detection and scanning capabilities that get alerted to any malicious changes in the application or data servers, mitigating the threat of zero-day exploits.



## Blazing-fast Performance

Performance is critical to deliver memorable and distinct user experiences. While some hosting providers may offer a CDN to help performance, that's only one piece of the performance challenge.

Webscale accelerates sites and applications with in-built intelligent caching in its data plane, integration with globally deployed cloud CDN caches close to global users, advanced page optimization techniques, caching of HTML pages and content for anonymous sessions, and configuring third-party assets to be deferred or downloaded in parallel. Webscale Cloud Image Manager automates image optimization and management, ensuring your customers receive the right image for their specific device, every time, while reducing bytes delivered, improving site speed and saving the costs related to performing these tasks manually.



## Disaster Recovery

Even large cloud providers like AWS are prone to outages. Outages are bad for any business, especially ecommerce, as even a few minutes of downtime can directly translate to millions in lost revenue. Whether it's bad code or a cloud provider that causes an outage, it is critical to have a business continuity plan that helps you bounce back from the outage faster than anyone else. However, most hosting providers don't offer any kind of failover procedure for your site.

Webscale's Multi-cloud Disaster Recovery operates across different regions of multiple cloud providers to provide a disaster recovery mechanism that helps businesses remain high-performing in the event of any type of operational downtime.

## Purpose Built for Ecommerce

Most hosting providers lack an in-depth understanding of the platforms and applications specific to ecommerce. They are rarely familiar with the nuances of specific platforms and the vulnerabilities that ecommerce applications have. It can be hard for them to overcome such vulnerabilities from a hosting, architecture, and security perspective.

Webscale's entire solution stack is purpose built for ecommerce, with targeted performance features that benefit ecommerce sites, as well as inbuilt security rulesets that protect well-known ecommerce applications and monitor for suspect attack behavior patterns.

Recognized globally as "the safest cloud hosting for ecommerce", with thousands of storefronts in the public cloud, Webscale has the proven expertise of hosting, managing and securing all ecommerce platforms and applications.



### About Webscale

Webscale is the world's safest cloud management and hosting provider focused exclusively on ecommerce. Offering enterprise-grade security, predictive scalability and blazing-fast performance, the Webscale SaaS platform leverages automation and DevOps protocols to simplify the deployment, management and maintenance of infrastructure in multi-cloud environments, including Amazon Web Services, Google Cloud Platform, and Microsoft Azure. Webscale powers thousands of B2C, B2B, and B2E ecommerce storefronts in nine countries and seven of the Fortune 1000 businesses and has offices in Santa Clara, CA, Boulder, CO, and Bangalore, India.

For more information, visit [www.webscale.com](http://www.webscale.com)

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