



ALEX AND ANI

# Case Study |

Alex and Ani is an American producer and retailer of designer jewelry. Its first retail store opened in Newport, RI in 2009. Their products' signature design feature is the patented sliding mechanism that replaces the traditional clasp, so each bracelet is entirely adjustable, making it "one-size-fits-all."

After moving to Webscale, Alex and Ani had zero downtime on Black Friday 2019 – a first for the all-important shopping weekend

Tony Mancini, Director of IT



Industry  
**Jewelry and Accessories**



Monthly Traffic  
**675.20K / 1M+ during Q4**



Platform  
**Magento**

# Challenges

Alex and Ani has grown considerably in the last 10+ years, from \$5M to over \$500M in revenue, with much of this growth coming from the ecommerce business. A longtime Rackspace customer, Alex and Ani had continuously added to their infrastructure as they grew but in the 2018 holiday season, they experienced a spike in traffic and were unable to scale. As a result, the site experienced performance and availability issues. As a business, they had been with Magento since 2011, but had some concerns with Magento 2 and Magento Commerce Cloud, and did not want to make the move until their technical challenges were resolved. They decided to engage Webscale.



#1 Challenge  
Need for better scalability



Rescued from  
Rackspace

# Solution

Webscale has deployed **Webscale Enterprise** with **Cloud Hosting, Webscale Cloud WAF, Webscale Cloud Mirror** (disaster recovery), **Webscale Application Load Testing** for Alex and Ani. The primary reasons Alex and Ani selected Webscale were for its predictive auto-scaling, L7 load balancing, premium support, and 360-degree security suite. With their Rackspace spend already high, and Magento Commerce Cloud even more expensive, Webscale was selected to help make a smooth transition to the cloud, right-size the hosting infrastructure and adhere to their budgets.

Webscale provides Alex and Ani 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 WAF that delivers robust protection against DDoS and application-specific cyber-attacks.
- 24x7 proactive support by an award-winning team of certified cloud and ecommerce experts.
- End-to-end, real-time visibility into their hosting infrastructure, site traffic, and user experience.



# Results



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Saved in Lost Sales

With predictive auto-scaling, Alex and Ani no longer worries about downtime, and critical lost revenue on Black Friday/Cyber Monday.



Faster

Page Loads

Webscale enables Alex and Ani to deliver a best-in-class digital experience with faster page loads, browsing, and checkout.



100%

Uptime

Alex and Ani benefits from cloud infrastructure that uses automation to scale and cater to large traffic spikes, ensuring zero site outages.



100%

Control and Better Visibility

The Webscale Portal, Web Controls, and Traffic Viewer give Alex and Ani unprecedented visibility into their site's infrastructure, server load and enable the detection and mitigation of security threats.



## 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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