



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.



