



Case Study | Angling Direct

Serious about your fishing

Angling Direct is the largest fishing tackle retailer in the UK. The founders started to acquire interests in a number of small fishing tackle shops in Norfolk in 1986. The first Angling Direct branded superstore was opened in 2003 in Norwich. With four divisions – mail order, online (3 international websites), insurance replacement, and a network of superstores – Angling Direct stocks over 40,000 items from leading manufacturers.

Webscale makes it easy to predictively auto-scale in and out, while maintaining a consistent spend.



Industry
Retail (Fishing Supplies)



Monthly Traffic
1.0 M



Platform
Magento

Challenges

The three international websites of Angling Direct were previously hosted with a UK hosting provider. Scalability became a recurring issue as the business grew. They were also disappointed by the hosting provider's customer support, experiencing slow response times to their tickets. Angling Direct needed a solution that provided scalability, timely support and allowed them to optimize their infrastructure cost.



#1 Challenge
Scalability



Rescued from
Sonassi

Solution

Webscale has deployed **Webscale Pro** with **Cloud Hosting** for Angling Direct. The primary reasons cited for the purchase included predictive auto-scaling, 360-degree security suite, intelligent caching, daily cloud backup, and 24x7x365 support.

Webscale provides Angling Direct with:

- Stable, secure, and scalable hosting infrastructure without the 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, Angling Direct no longer worries about potential lost revenue due to downtime.



100%

Uptime

Angling Direct benefits from cloud infrastructure that uses automation to scale and cater to large traffic spikes, ensuring faster response times and zero site outages.



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Saved by Right-sizing

Webscale ensures Angling Direct's hosting infrastructure is always right-sized, so they never need to overpay for unused capacity. Elimination of cloud management and support overhead has also resulted in substantial savings.



24x7

Proactive Support

Webscale's proactive support team offers Angling Direct peace of mind during issues, with unmatched cloud and ecommerce expertise.



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

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