Case Study | Sporty's Pilot Shop

Sporty's is the world's largest pilot shop, providing training and equipment for pilots worldwide since 1961. They sell over 500 exclusive products, many of which are designed in-house by their staff of pilots, and tested in their flight school. Founded by Hal Shevers, the core focus of Sporty's is on educating pilots to be safe and proficient.

"I'm happy with the switch and satisfied with Webscale and fully confident to recommend Webscale to anyone looking for a secure web hosting platform."

Kyle Newcomb, IT Manager
Sporty's Pilot Shop

Industry
Aviation

Monthly Traffic
631K

Platform
Magento

Agency partner
InteractOne

Challenges

Sporty's was facing challenges with their legacy hosting provider, particularly their inability to scale and react to demand. During busy sales seasons, like Black Friday or the Oshkosh Air Show in Wisconsin, their site used to experience significant slow downs. Like any ecommerce business, sub-optimal page performance during peak demand was bad for business. Sporty's wanted a cloud-based hosting solution offering better redundancy with responsive scalability.

#1 Challenge
Need for better scalability

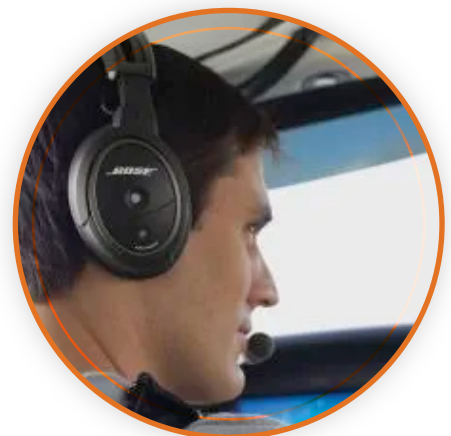Switched from
**Performive
(formerly ZeroLag)**

Solution

Sporty's digital agency, InteractOne, assessed their needs and recommended Webscale based on past work experiences with other clients. Webscale's predictive auto-scaling was the answer to Sporty's concerns around meeting customer demand during sales events, and they signed with Webscale and went live in 2020 after upgrading to Magento 2.

Sporty's Pilot Shop uses **Webscale Pro (with Cloud Hosting)**. In addition to auto-scaling, Sportys selected Webscale for our best-in-class deployment workflows, and our world-class support team.

Webscale provides Sporty's with:

- Stable, secure, and scalable cloud hosting infrastructure, with sophisticated cloud automation capabilities including unlimited, real-time, and predictive auto-scaling, capable of forecasting traffic surges and scaling ahead of demand automatically, ensuring uptime and fast page loads at all times.

- An application-aware WAF that delivers robust protection against DDoS and application-specific cyber-attacks.

- 24x7 proactive support from 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 through the Webscale Customer Portal.

"I just wanted to let you know that the Webscale process for go live and support was the best I've ever experienced with a hosting company...and I've been doing this for 14 years with all the leading hosting providers for Magento. Thanks for being excellent!"

Zach Stutzman, VP Production
InteractOne

Results

Industry
Leading Uptime

Sporty's benefits from cloud infrastructure that uses automation to scale and cater to large traffic spikes, ensuring availability. The client has reported measurable improvements in ability to scale during major sales events.

Faster
Page Loads

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

24x7
Proactive Support

Webscale's proactive support team offers Sporty's peace of mind during issues, with unmatched cloud and ecommerce expertise. Webscale is a true extension of Sporty's IT team.

Great
Control and Better Visibility

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

About InteractOne

InteractOne is a digital agency in Cincinnati, Ohio specializing in ecommerce development and marketing. In 2009, InteractOne became one of the first Magento Professional Solution Partners and Certified Developers. Development services include: Magento support, custom-designed websites, Magento extensions and integrations. Internet marketing services include: Search Engine Optimization (SEO), SEM and Pay-per-click (PPC), display advertising, affiliate marketing, email marketing and blog development. InteractOne is recognized as an integration expert, building connections between Magento and OMS, inventory systems and POS systems like NCR's Counterpoint.

For more information, visit www.interactone.com

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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