Case Study | ALEX AND ANI

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 Delivery, Webscale Cloud WAF, Webscale Cloud Mirror** (disaster recovery), **Webscale Cloud Application 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 delivery infrastructure and adhere to their budgets.

Webscale provides Alex and Ani with:

- Stable, secure, and scalable cloud delivery 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 cloud delivery infrastructure, site traffic, and user experience.

Results

$$$
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.

aws partner network

Advanced
Consulting
Partner

Google Cloud Partner

Microsoft Azure

About Webscale

Webscale is the world's only cloud platform for the successful delivery of modern commerce applications. 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. The platform supports omni-channel use cases across a variety of ecommerce platforms and architectures, including headless, progressive web applications, self-hosted and fully hosted commerce clouds. Deployed in multi-cloud environments, including Amazon Web Services, Google Cloud Platform, and Microsoft Azure, Webscale powers Fortune 1000 brands including Dollar General, Unilever, Swarovski, Olympus, Regal Cinemas and thousands of other B2C, B2B, and B2E ecommerce storefronts across 12 countries. Webscale has offices in Santa Clara, CA, Boulder, CO, San Antonio, TX, Bangalore, India and London, UK.

For more information, visit www.webscale.com

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