



Case Study | EGO

CREATE YOURS

Launched in 1976 in Liverpool, UK, women's footwear retailer EGO Shoes specializes in 'fast fashion at an affordable price.' EGO launches a new collection every week with at least 30 new items, ensuring that the business is always style-led and able to respond to rapidly changing customer demands.

Everyone was cheering in the office! We've never had this much traffic before. It was a lot more than Black Friday. Webscale's technology helped us remain stable.

Haroon Hussain, Head of Development on the post by Kylie Jenner which triggered a 1250% spike in traffic



Industry
Footwear



Platform
Magento

Challenges

EGO Shoes frequently witnessed rapid traffic spikes due to social media campaigns with their celebrity customers, including Kylie Jenner. Consistently slow page load speeds and frequent security breaches were becoming concerns, both of which Webscale helped fix. Then a new challenge came up: EGO's contract with their hosting provider was expiring soon, and with just a few months left, they needed far more support, which was not forthcoming. These forced them to look for a technology partner who had a comprehensive solution including secure cloud delivery, cloud and ecommerce expertise, and world-class support.



#1 Challenge
Slow support



Shifted from
Magento Cloud

Solution

Webscale deployed **Webscale Pro** with **Cloud Hosting**, **Cloud Bot Manager** and **Application Load Testing** for EGO Shoes. The primary reasons cited for the engagement included predictive auto-scaling, L7 load balancing, premium support, portal access, security, and web application firewall (WAF).

Webscale provides EGO Shoes 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 including a dedicated Slack channel 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 through the Webscale Customer Portal.



Results



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Saved by Right-sizing

Webscale ensures EGO Shoes' cloud delivery infrastructure is always right-sized, so they never need to overpay for unused capacity. The client reported over 75% cost saving.



Faster

Page Loads

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



100%

Uptime

EGO Shoes benefits from cloud infrastructure that uses automation to scale and cater to large traffic spikes, ensuring zero site outages. On March 12, 2020, an Instagram post by Kylie Jenner resulted in a 1250% increase in traffic. Requests per second rose from 200 to 2700. With Webscale, the site reported stable response time.



24x7

Proactive Support

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



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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