



WEBSCALE



Skinit is the industry leader in personalized and branded products for electronic devices. The company creates high quality cases and skins to protect smartphones, gaming devices, tablets, laptops, audio devices, and more, and serves brands including the NFL, MLB, NBA, Marvel, and Hello Kitty.

INDUSTRY:
CONSUMER
ELECTRONICS

400K+
MONTHLY
TRAFFIC

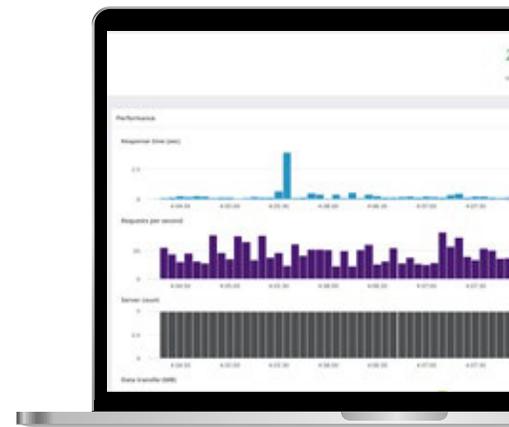
PLATFORM:
 **Magento**



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With Webscale, the scaling was so efficient during a promotion, we processed close to 100,000 checkouts in a day.



CHALLENGES

Skinit has 3 - 5 million SKUs in its existing ecommerce catalog, spanning thousands of categories. The company also manages 10 - 15 storefronts for its Fortune 500 customers. Skinit.com required a cloud delivery infrastructure that could rapidly scale to cater to huge traffic spikes caused by marketing email blasts or other kinds of promotional activities, especially during the Holiday Season. They didn't want to settle for anything less than 100% uptime.

#1 CHALLENGE
NEED FOR
BETTER
SCALABILITY

RESCUED
FROM
MANAGED
HOSTING

SOLUTION



Webscale provides Skinit with:

- Stable, secure, and rapidly 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.
- 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



Webscale frees up Skinit's team, so they can focus on the business versus infrastructure maintenance and management.



In a recent promotion, Skinit.com supported 100K+ checkouts in a day with 0% drop-offs by scaling out 20 - 30 additional servers.



Skinit's storefronts experience 100% uptime and fast load speeds, catering to large traffic spikes caused by marketing email blasts.



Webscale offers Skinit complete visibility and control over the infrastructure through an intuitive portal as well as 24 x 7 x 365 support.

