DATASHEET

Webscale Core

The Best of the Cloud, and Webscale for All

Cyber attacks, poor performance and a lack of scalability are common challenges with entry-level hosting solutions, where low cost often equates to a substandard user experience and a lack of reliability. Webscale Core is designed for small to medium-sized (SME) businesses just starting their online journey, or for ecommerce storefronts with significant seasonal shifts in traffic, and a need for speed, security and scale.

Delivering the very best of the cloud, with its pervasive infrastructure availability, Webscale Core makes it possible for smaller ecommerce brands to get access to the same, proven cloud delivery platform that supports brands such as Alex & Ani, Shinola, Regal Cinemas, Swarovski, Murad, Dollar General, Dolls Kill and Watsco.

Webscale Core – Optimized For Growing Businesses

Webscale Core, like all Webscale products, is the perfect combination of a software-as-a-service (SaaS) platform with security and performance features, seamlessly integrated with cloud delivery and 24/7 support. Designed to deliver storefronts that are always fast, have minimal downtime and are secured from cyber attacks, Webscale Core makes it simple for ecommerce application owners to migrate to, and be successful in the cloud with no capital investments. With its many available customizations, Webscale Core effortlessly scales to incorporate the very best of Webscale's technology portfolio, as the needs of the business grows.

Key Features

Security

Webscale Core's SaaS-based and globally distributed data plane contains built-in security and provides easy DIY tools to protect against common attack patterns targeted at ecommerce storefronts.

- Elastic Web Application Firewall (WAF) with block/allow listing and geo-blocking
- Built-in OWASP Top 10 threat protection
- One-click Layer-7 Distributed Denial of Service (DDoS) attack mitigation
- SSL/TLS encryption and delivery with no changes to the backend
- Simple DIY security policies with Webscale Web Controls (10 included)
- Automatic maintenance of the latest TLS standards, currently TLS 1.2
- Level 1 certified PCI-DSS 3.2 service provider enabling straightforward PCI compliance
- Advisory on PCI compliance and security patches for application code

Availability

Webscale Core's distributed data plane comes with a guarantee of 100% availability. Features that enhance the availability of the application include:

- Cloud-ready multi-server architecture to avoid bottlenecks and plan for growth
- Elastic Webscale Data Plane dynamically scales out and in to handle traffic surges
- Self-healing instances ensure the application server automatically recovers from health failures
- Terminating TLS connections at the Webscale Data Plane offloads the application infrastructure from compute-intensive activity
- Industry-leading availability SLA

Performance

Webscale Core's distributed data plane significantly improves performance by keeping page load times fast. Capabilities include:

- HTTP/2 for improved website performance
- Content and mobile optimization with techniques such as minification, inlining, combining CSS and JS
- Dynamic Site Cache for caching user-requested content outside of the application infrastructure, saving on compute resources and decreasing latency to the browser or device
- Compression of content to ensure lower bandwidth consumption
- Optimized cache control to minimize unnecessary cache purges/evictions
- Optimizing non-critical third-party assets on a web page by deferring or downloading assets in parallel
- Domain sharding to increase caching efficiency and asset management
- CDN integration and optimization: Adding CDN capability to cache closer to end devices
- Image Management (Add-on): Delivering right-sized images customized to devices
- Includes CDN bandwidth

Always-on Support from Ecommerce and Infrastructure Specialists

- 24x7 email support
- Managed SSL certificates, renewals and proxy configurations
- Critical incident response time SLA
- Includes up to 2 critical incidents/month

WEBSCALE

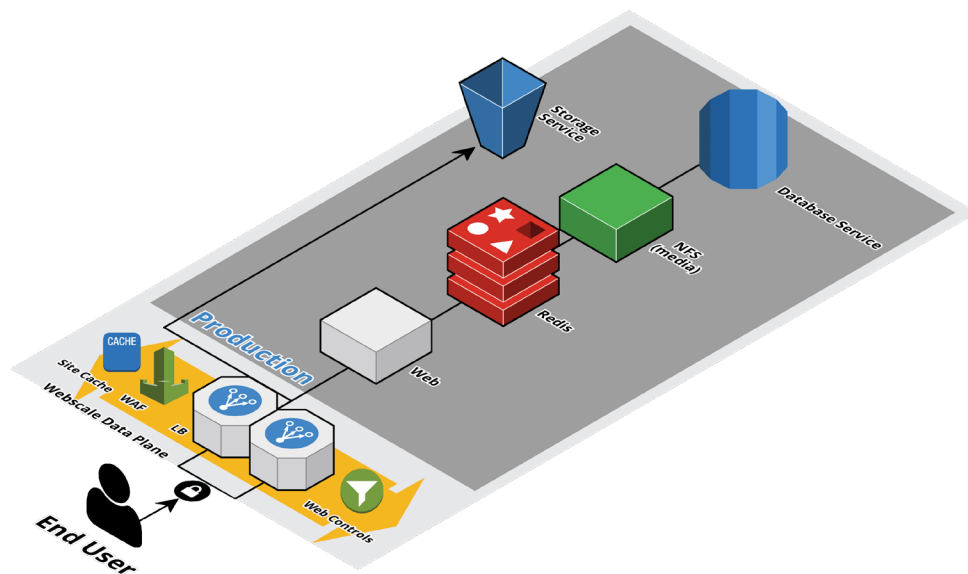### Real-time Application Insights and Analytics

- Webscale portal access for you and your developer
- Comprehensive application traffic visibility to identify site issues
- Browser and device access metrics
- Real-time Traffic Viewer and log download capability for PCI compliance and bug resolution
- Admin configuration of system alerts and incidents
- Audit trail of configuration changes

Webscale. Democratized.

With Webscale Core, small and medium-sized ecommerce customers not only benefit from the flexibility and scalability of public cloud infrastructure, but also the significant security, performance and availability upgrades provided by the Webscale software-defined platform. Designed and built to outperform old-school, single server deployments, Webscale Core places the technology stack previously available only to large brands worldwide, into the hands of businesses of all sizes.

Reference Architecture

The diagram below illustrates the Webscale Core reference architecture and configuration. This configuration is based on a Webscale-delivered single-tenant application deployment within specific cloud regions (currently available in AWS-East-N.Virginia and AWS-West-Oregon), to combine the benefits of the Webscale platform with the flexibility of the public cloud.

Fast, Automated Cloud Migration

Webscale delivers high-accuracy, low-touch cloud migration with a new standard for simplicity, predictability and ongoing management of your application in the cloud. The Webscale architecture allows for the auto-provisioning of environments to build and redeploy sites with a simple one-click process.

- True conversion of ecommerce sites to cloud-ready for growth and security

- Hassle-free, seamless transitions to a stateless application architecture – like the largest of brands

- Experienced project management and support

- Proven migration plans that minimize downtime and significantly improve experience and security

- Migrate application to the cloud and go-live in days, not weeks or months