DATASHEET

Webscale Standard

World-class Cloud Delivery and Management
for Small to Mid-sized Ecommerce Businesses

The most important component of an effective ecommerce infrastructure strategy is cloud delivery, and choosing the right provider is critical. The public cloud is the natural home for ecommerce, and while some managed hosting providers will offer to help you migrate, you'll often find yourself in another static data center, their own "cloud", or a poorly managed and heavily marked up public cloud experience.

These approaches will leave you bound by many of the same limitations with regards to performance, availability, security, and cost of ownership, as dedicated hosting. You'll also be stuck with a "black box" that provides you with little visibility into your infrastructure, and subsequently no insight into your traffic, your performance, and the efficacy of your security protocols.

With a utility-based model that is well suited to handle the highs and lows of ecommerce traffic, the public cloud is the right path for most online businesses. Yet with questionable support from your existing hosting provider, a lack of internal expertise to drive cloud migration and management, and a huge skills gap in the industry, it is a highly challenging, almost insurmountable endeavor. The answer, for small to mid-sized ecommerce businesses is Webscale Standard.

## Webscale Standard – Perfect for Small and Mid-sized Businesses

The Webscale Standard plan provides a cloud delivery solution for small to mid-sized ecommerce businesses with 50,000 - 100,000 visitors per month.

The Webscale brand is synonymous with hyperscale cloud delivery, automation and management, as well as its "customer-first" approach to support. With experience gained from managing thousands of storefronts globally on its platform, Webscale's wide range of products and services address the challenges faced by ecommerce merchants today, while also preparing them for growth as their business scales.

Plan Summary

- Up to 100K visitors per month
- **1 production application cluster included (min 1)**
- **1 Cron/NFS single server included**
- **1 integrated staging/development application cluster included (min 1, max 1)**
- *Optional PWA deployment*
- Highly Available Architecture
- Elastic Data Plane (includes Proxy, WAF, Load Balancer)

- Webscale Portal Access
- Daily Backup
- 24x7x365 DevSecOps Support
- 30-minute response time SLA for critical incidents
- Additional SaaS Functions

Reference Architecture
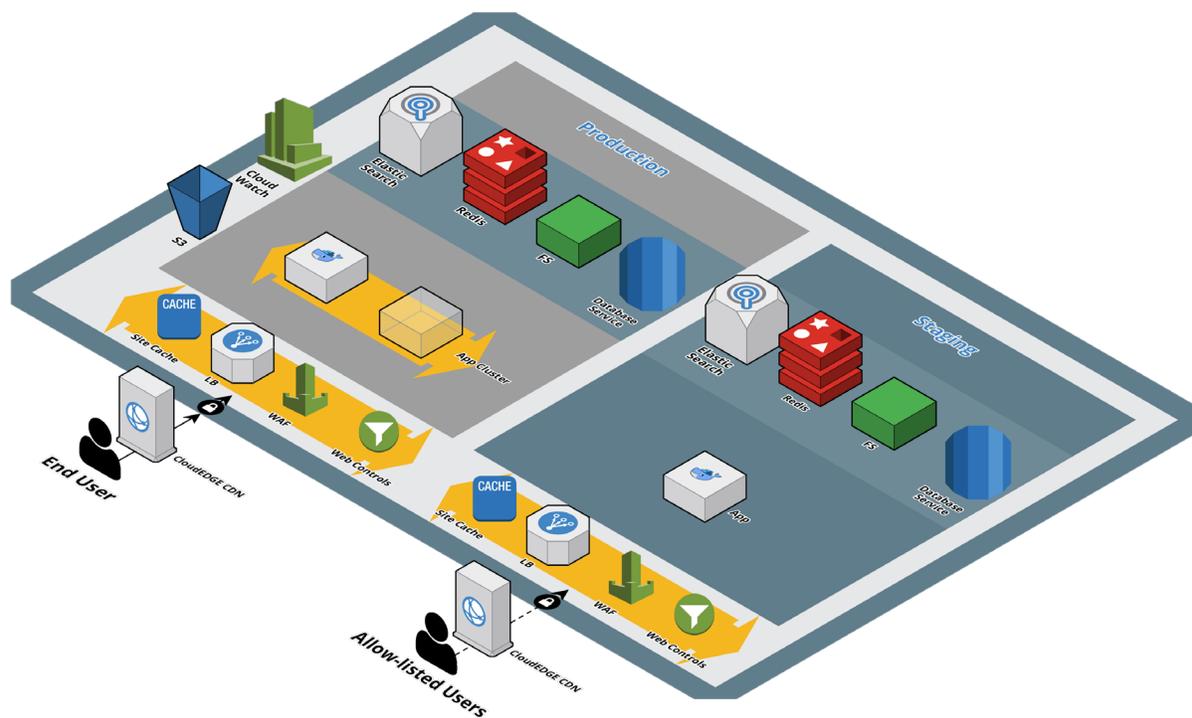
Multiple application clusters can be added to the subscription.
Cloud Delivery options: AWS or Google Cloud Platform.
Ecommerce Platforms: Magento Open Source, WordPress, WooCommerce, Websphere (part of HCL Commerce), SAP Hybris, Drupal, Joomla, custom applications, etc.

Key Features

Availability

Predictive Application Auto-scaling

Webscale offers unlimited, real-time, and predictive auto-scaling, capable of forecasting traffic surges and scaling ahead of demand automatically to ensure 100% uptime, at all times. Webscale technology keeps page load times consistent, and websites fast and available, regardless of the increasing traffic volume.

Self-healing Infrastructure

The Webscale Control Plane can detect anomalies such as a faulty application server, leaking memory, or alarmingly high CPU usage, and automatically reset faulty applications, the data plane, or load balancing servers by draining the faulty ones, re-imaging them, or bringing up entirely new instances of these servers.

Daily Application Backup

Webscale makes a copy of a customer's entire backend – both the application and data tiers – on a periodic basis. This makes it easier to overcome downtime caused by code errors, by instantly rolling back to a pristine application backup.

L7 Load Balancing

Webscale, in its role as a reverse proxy to the application, distributes the load evenly across the application servers, ensuring no one server is overloaded at any point. This load balancing maximizes efficiency of the application, reduces future infrastructure spend, and more importantly, ensures high uptime and performance.

Security

OWASP Protection

Webscale automatically protects critical web applications from the most common vulnerabilities, such as SQL Injections, Cross-Site Scripting (XSS), Cross-Site Request Forgery (CSRF), and other OWASP Top 10 threats.

Web Controls

Web Controls provide a powerful way of setting up unlimited custom rules that define how to handle web traffic and the nature of your site's response to specific behavioral patterns. It is a limitless custom rules engine that lets merchants set up and automate many routine tasks like redirects and security protections; without such a tool, merchants would need to create large quantities of custom code to set up behaviors on the frontend and backend of their sites and applications.

Application-specific WAF Rules

Webscale's security stack is designed with application awareness, including specific optimizations for ecommerce and enterprise web applications. Each application may have different security needs and the ability to apply custom security policies is critical for application owners and IT. Webscale enables predefined security rule-sets based on the application.

DDoS Shield Mode

Webscale identifies and blocks millions of attacks daily from all over the world, automatically learning from each new threat. Webscale's Distributed Denial of Service (DDoS) Shield Mode offers single-click protection when under a suspected DDoS attack or a flood of bots by instantly forcing a challenge that only humans can validate.

Performance

HTTP/2

Webscale supports HTTP/2, which makes web applications more secure and faster, by mandating support for TLS, enabling full request and response multiplexing, minimizing protocol overhead via efficient compression of HTTP header fields, and adding support for request prioritization and server push.

CDN and Caching

Webscale accelerates sites and applications with several layers of caching, from the application to the browser. Webscale Site Cache caches responses and API values outside the application infrastructure, in its data plane, reducing load on backend components, for a faster user experience. It also includes global CDN distribution that caches content close to users. Merchants can specify policies such as how a resource is cached, where it's cached, and for how long.

Content Optimization

Webscale uses advanced content optimization techniques such as JavaScript minification or combining of assets, to optimize web page asset delivery, reduce round trips and page size, and improve performance. Webscale's Web Controls give administrators the ability to further enhance performance by configuring third-party assets to be deferred or downloaded in parallel.

TLS Offload

Enabling TLS offload terminates all HTTPS traffic at Webscale's data plane, thus freeing the web server to handle other application delivery requirements, and improving site performance. Security, in turn, is not compromised as the Webscale Data Plane and the application backend are in the same zone and regions of the cloud provider.

Observability and Control Portal

Webscale's observability and control portal is the only solution that delivers an integrated view of the ecommerce application, including site infrastructure, logs, traffic, security posture, cyber threats, good and bad actors/bots, availability, performance, and more – through a single pane of glass. It replaces the need for broader application tools for infrastructure or application observability alone, where the diagnosis of issues becomes a complicated triangulation process.

Industry-leading Support

Webscale's award-winning 24x7x365 DevSecOps support team is staffed by multi-cloud certified, ecommerce experts that have migrated, and manage, thousands of online storefronts, across platforms such as Magento Open Source, WooCommerce, WordPress, SAP Hybris, Websphere (part of HCL Commerce), Drupal, Joomla, Ruby and custom applications. Unlike many traditional hosting providers, Webscale's team is certified in complicated, multi-cloud and scalable environments, including Amazon Web Services (AWS), Google Cloud Platform, and Microsoft Azure. With more than 50 cloud accreditations and certifications, industry-leading response time SLAs, and eight years of flawless execution, particularly around the holidays, Webscale offers the industry's highest standards of support. This delivers the perfect extension to a merchant's technology and support teams.

The World's Fastest Cloud Migration

Webscale has redefined cloud migration with a new standard for simplicity, predictability, and ongoing management of your application in the cloud. The Webscale architecture auto-provisions your system so future deployments, staging environments, rebuilds, and new sites will be simple, one-click, painless procedures.

Other benefits include:

- True conversion of your site to cloud-ready
- Scale-out instead of traditional hardware hosting scale-up
- Hassle-free, seamless transitions to stateless application architecture
- Experienced project management
- Proven migration plans that minimize downtime

Optional Add-ons

Staging Environment	UAT Environment	Database Replica	Dedicated Admin	Redirector Service

- **Webscale CloudEDGE Security**

  Webscale CloudEDGE Security is an award-winning ecommerce security platform, deployed at the traffic edge, alongside or as a replacement for traditional CDNs and WAFs. CloudEDGE Security sits in any cloud and on top of any ecommerce platform, using automation and analytics to proactively identify and protect web applications from the front end through web traffic, malicious code, or from browsers executing scripts to steal sensitive information.

- **Webscale CloudEDGE PWA**

  Webscale CloudEDGE PWA is the industry's first end-to-end progressive web application (PWA) delivery solution. It enables the rapid deployment and delivery of any PWA framework, from within the CloudEDGE CDN (content delivery network), in a matter of minutes. PWAs deployed through Webscale are optimized for consistently fast performance, across any device type, eliminating the need for additional infrastructure.

- **Webscale CloudEDGE CDN**

  Webscale CloudEDGE CDN is the world's first cloud-agnostic, compute-at-the-edge CDN designed for lightning-fast performance and the programmability needs of modern commerce. With real-time code execution at the edge, CloudEDGE CDN provides control over the entire application infrastructure, coupled with compute capabilities that enable a wide range of use cases, and analytics to deliver robust security and blazing performance at the edge.

- **Webscale CloudEDGE Application Testing**

  Webscale CloudEDGE Application Testing is a synthetic test run across any staging or cloned production site, hosted in any cloud provider or on-premise data center. The purpose of the service is to simulate end user patterns and shopping behavior on the application, especially right after new code deployments, and to stair-step into higher traffic volumes at a higher scale, while measuring the site's behavior, responsiveness, and overall performance.

- **Premium Support**

  Support response times delivered to merchants that opt for Webscale Premium Support are significantly faster (guaranteed by SLAs). Their cases (issues) and calls get routed to the top of the support queue.