

# Introduction to Webscale

Delivering Well Architected Digital Experiences for Adobe Commerce Storefronts

## Maniacally focused on modern commerce.

Webscale is your new CloudOps partner. Our mission is to change the way ecommerce businesses monitor, optimize and secure their Adobe storefronts allowing merchants to make intelligent, data-driven decisions; to create a safer, more engaging user experience for their customers; and to increase conversions and brand loyalty.

## What is Webscale One?

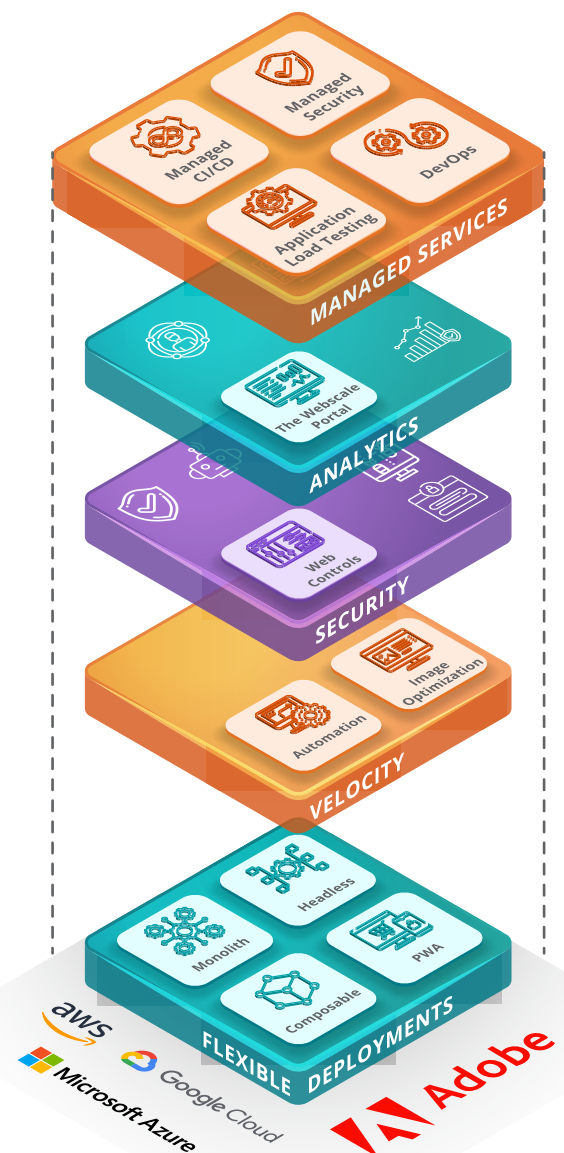
Webscale One is an **Intelligent CloudOps Platform** that provides ecommerce merchants with a well architected digital experience for their online storefronts. Webscale One provides a robust suite of software, backed by a managed services team with deep commerce and Adobe expertise, together simplifying the most complex challenges faced by merchants in the cloud, including migration, optimization, automated deployments, agility, TCO and daily management.

*Webscale's SaaS delivered security and PWA-ready CloudOps plans are an industry leading augmentation to the Adobe Experience Cloud ecosystem, extending functionality, enabling modularity and fostering modernization.*

Learn why thousands of businesses trust Webscale with the digital experience of their Adobe storefronts.



**Actionable Insights and Analytics:** Webscale Analytics enables Adobe merchants, and their developer teams, to make data-driven decisions on where to optimize and secure their infrastructure. Armed with a wide variety of metrics around virtually every aspect of the user experience, in a single dashboard, merchants can get real-time insight into the efficacy of their marketing programs, their security posture, page performance, conversion rates and more.





**360° Security:** Webscale Security ensures that every interaction with your Adobe storefront, from the browser, to the Webscale data plane and deep into the application infrastructure, is protected. This includes monitoring and analysis through machine learning, and detection, mitigation and ongoing protection through automation. Threats identified by Webscale are instantly blocked before reaching the application infrastructure, reducing load, and protecting revenue. Webscale's edge security solution sits alongside any CDN or WAF, and on top of the Adobe Commerce application, including headless or PWA deployments.



**Optimized Performance:** Webscale's distributed data plane accelerates page views through end-end website performance optimizations, from the internet edge to the Webscale layer and the application infrastructure. Webscale delivers significant Core Web Vitals improvements, enhancing user experience and search rankings, while its Real User Monitoring (RUM) dashboard ensures merchants have visibility into the metrics that matter most for the improvement of conversion rates.



**Managed CI/CD:** Webscale defines application infrastructure as code, making it possible to deploy any version of Adobe Experience Cloud solutions like Adobe Commerce and Adobe Experience Manager, into any cloud, from within Webscale's custom-built auto-provisioning system. New code deployments become single click, zero downtime operations. Webscale's approach leverages automation, reduces time to market, improves performance, enables continuous integration and delivery, and prevents human errors.



**Headless/PWA:** The Webscale One platform allows merchants to deploy their Adobe storefront any way - including headless, composable, and PWA environments - by simplifying its migration, optimization, and ongoing management. With Webscale, digital agencies and merchants can focus on delivering highly personalized user experiences, while our experienced 24x7x365 DevSecOps support team does the rest.



**100% Uptime:** A Webscale deployment combines a distributed data plane that "fronts" application traffic with a decentralized control plane that provides real-time backend monitoring and control of the application. Webscale's predictive auto-scaling forecasts changes in user demand and proactively scales out/in application infrastructure, in real-time. In its role as a reverse proxy, Webscale also distributes load evenly across the application servers.



**The Industry's Safe Hands:** Webscale's 24x7 DevSecOps and SRE team has migrated thousands of Adobe storefronts to the cloud, and continues to manage them. All Webscale DevSecOps specialists are qualified in multiple cloud technologies and deployment models (monolith, headless, composable, PWA), coupled with deep experience of the unique challenges of the ecommerce space.

## Trusted by Thousands of Global Brands

