HOW

SWISS.BLACKFRIDAY

HANDLED

A HUGE

LOAD PEAK

WITH

hidora

FLEX SWISS CLOUD

ABOUT

The swiss.blackfriday website is an aggregator of promotions exclusively built to sell **Black Friday** offerings: best online discount deals for more than 200 brands, including all kinds of e-shops, from small ones to market giants like Manor, Globus, Apple, HP, Zara and even Mediamarkt.

CHALLENGE

Black Friday continues to gain momentum in Switzerland. But an experience in 2016 has shown that lots of ecommerce stores realized that their websites are not able to handle the wave of traffic during this event. So for swiss.blackfriday, the task was even harder: how to handle traffic spikes when you sell more than 200 brands in a single day and even can't estimate the potential load?

To evaluate the potential wave of users and the amount of resources you need in order to have continuous uptime is not an easy task. In this case servers should be carefully chosen. How to solve this dilemma: to opt for a low power server to save money or choose several powerful servers to be sure that the load during this crucial event won't bring the website down? Choosing one server can save money, but meanwhile compromise the website availability at the worst possible time.

Opting for several servers will help to cope with peak loads. But under-utilization of the servers during the rest of the year will lead to unnecessary expenditure. The main question of swiss.blackfriday Team was how to manage the wave of consumers at this critical event and not to overpay for servers.

WHAT GOALS WERE THEY TRYING TO ACHIEVE?

To avoid a bad user experience caused by downtime for 300k visitors during the sales day. To prove themselves to be a reliable ecommerce hub that is always available no matter how many users visit their site.

HOW DID HIDORA'S SCALABLE SOLUTION HELP?

Let's see how swiss.blackfriday used Hidora to handle a large number of one-time users. Organizers have created a **highly-available cloud environment** to run their website based on WordPress using Hidora.

This environment includes two load balancers, two databases, and at least two WordPress application servers sharing the same storage space.

Hidora Cloud Platform distributes all these components across different physical hosts to guarantee high availability. In addition, MySQL database was automatically replicated, so it saved days of configuration and testing.

In the case of traffic spikes the Hidora platform can **automatically scale up** existing WordPress instances or even add new nodes (horizontal scaling). Vice versa clusters can be scaled down and shrunk when the load decreases.

As you can see, Hidora Cloud provides a **perfect solution for ecommerce websites with very variable load**. Moreover, in contrast to the Amazon Cloud, Hidora stores your data in Switzerland, it does so according to Swiss legislation, which provides you with **an exceptional level of security.**

Results

We have interviewed the swiss.blackfriday team after sales day and learnt about the experience they had with Hidora Cloud Platform.

300K visit spike was absorbed without reducing response time

How did Wordpress handle spikes?

During the sales day of Black Friday 2017 we've received a **huge spike of 300K visits** including organic and paid sources from all over Switzerland. We had a lot of front and back office activity at this time and the infrastructure coped without any trouble, the spikes were absorbed **without reducing response time**.

SIGNIFICANT PRODUCTION PERFORMANCE

How did auto-scaling work (both vertical and horizontal)?

The challenge of Black Friday was to publish as fast as possible new content and deals on our multi-language system and keep all information up to date.
With the auto-scaling system we had to have a very low response time without discrepancies between versions, and the **Hidora System worked perfectly this way.**

How has your production performance changed?

Before setting up the Hidora System we had a very simple infrastructure with production on a single server. This situation was the same with development.
With the Hidora solution we managed to deploy new releases in a limited time **without any issues.**

HOSTING COST DOWN 30%

How did your Hosting bill change with Hidora? Has it reduced?

We've reduced by 30% our infrastructure cost as Hidora offers a **pay as you use pricing structure**. So we do not need to guess how many resources to buy beforehand, we just pay for what we consume. That is one of the best things about Hidora.

ZERO INFRASTRUCTURE MANAGEMENT

How do you feel about not doing DevOps anymore?

We think it's great news! We are publishers and **we need to focus on Content, not IT.**
With the DevOps team at Hidora, they know our project and the challenges we face, and they are very reactive with limited cost.
We don't need to hire developers with system administration knowledge because **Hidora replaces this need.**

Has Hidora solved your downtime issue?

The Black Friday operation does not allow downtime as everything is concentrated into one day. The Hidora solution **helped us to face the main potential issue** of downtime during the event day.

Jérôme Amoudruz, swiss.blackfriday Co-founder

Review

«The Black Friday team was very happy to collaborate with Hidora. We have a startup mindset and so do they. It is important to have **flexibility** and **engagement** for such a project and the Hidora team offered all this over and above the technical and consulting services. We are very excited to grow, assisted by their support team.»

ABOUT HIDORA

Hidora (Swiss Managed Cloud Hosting Company) is an official Cloud Hosting Partner of swiss.blackfriday and we are proud that we helped them to live up to that challenge and kept their portal available on the 24th November 2017 without downtime or any other issue.
Our Cloud Hosting Platform not only provides a quality service and intuitive interface, but most importantly, our ultra-secure datacenter in Bern is fully covered by Swiss legislation.

www.hidora.com