

Cyber Monday: challenge passed

Company: La casa del audio

La casa del audio is a company with more than 40 years selling home appliances.

Company has become a big referent between consumers.

Price, commitment and support are the most important values that offers to their customers.

Main sales channels are: webpage, phone and 14 stores.

The Challenge

La Casa del audio developed an e-commerce platform that allows to buy products from the web page.

Using this platform customers can buy and pay all home appliances they want.

They ask us to develop a solution to solve needs regarding their e-commerce platform performance, to allow this platforms work without issues during a transactions peak due to campaigns as Ciber Monday, hot sales and so on.

Solution

Crowdar selected Infrastructure Engineers from their team to analyze improvement needs and add to the e-commerce platform regarding performance, and put forward the infrastructure need to aboard the demand peaks.

During the initial process we made an assessment and analyzed system traffic metrics to verify this according to an eventual peak of sales.

We made change in the system configuration and installed a reverse proxy to balance the transaction loading. Also installed automatically scalable AWS infrastructure to face high transaction demands.

As a result we deliver a report to know the number of concurrent visit supported by the platform and a recommended infrastructure to normal use and to face the peaks. And also we delivered the AWS configuration for this.

After have been installed this new infrastructure La Casa del Audio e-commerce could face his first Cybermonday without interruptions or delays and in the meanwhile bigger stores suffered delays or interruptions.

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e could migrate our e-commerce infrastructure to a more stable and robust environment. Thanks to the stress and performance test made by Crowdar we could face High demand and sales campaign as Cyber Monday and Hot Sale in 2014

Tomás Grimoldi
ECommerce Manager

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FEATURED PROJECTS

Project life: 1 month

Scenario: performance analysis and infrastructure configuration for e-commerce casadelaudio.com

Team: 1 Agile PM, 1 Arquitech, 1 Automation Engineer, 1 Infrastructure Engineer

Platform: Crowdar Performance

Languages and tools: JMeter, Java, AWS,