

DATASHEET  
.....

## WebScale Standard

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

The most important component of an effective ecommerce infrastructure strategy is hosting, 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

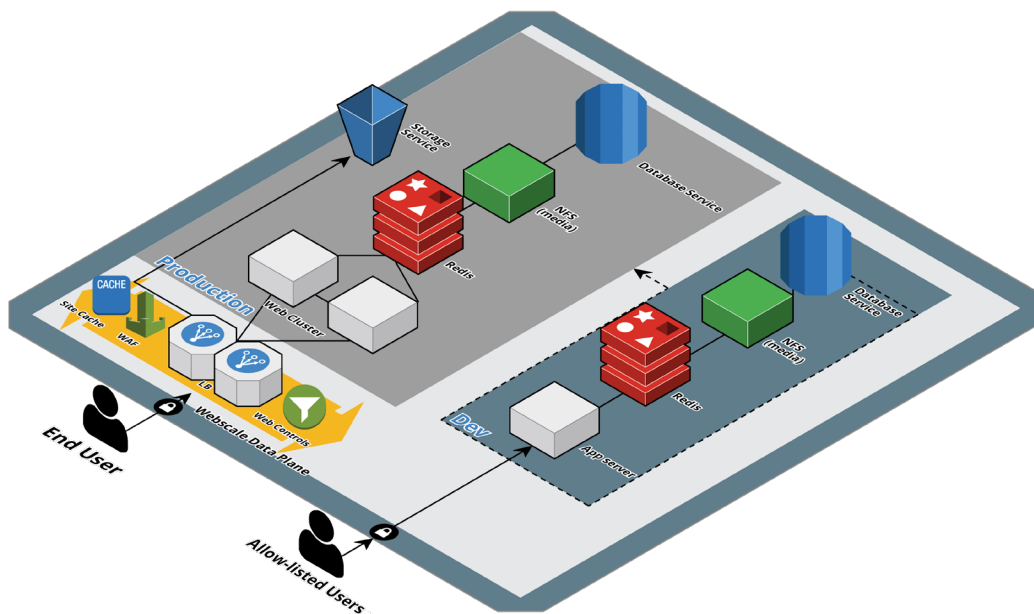
The Webscale Standard plan provides a cloud-hosted solution for small to mid-sized ecommerce businesses with 50,000 - 100,000 visitors per month.

The Webscale brand is synonymous with hyperscale cloud hosting, 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*
- HA Architecture
- Elastic Data Plane (includes Proxy, WAF, Load Balancer)
- Webscale Portal Access
- Cloud Hosting included
- Daily Backup
- 24x7x365 email support with 30-minute response time SLA for critical incidents

## Reference Architecture



Multiple application clusters can be added to the subscription.

**Cloud Hosting options:** AWS or Google Cloud Platform.

**Ecommerce Platforms:** Magento 2.x Open Source and Commerce, WordPress, WooCommerce, Drupal, Joomla, HCL Commerce (formerly IBM WebSphere), SAP Hybris, Oracle Commerce, custom applications, and more.

# Key Features



## Availability

### Predictive Application Auto-scaling (Optional Add-on)

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 a globally deployed cloud CDN 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.



## Visibility and Control Portal

Webscale's visibility 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 visibility 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, WordPress, SAP Hybris, Oracle 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 seven 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



- **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.

- **Bot Management**

Webscale Cloud Bot Manager offers robust protection against the threat of malicious bots. A cloud-native security solution, it monitors the behavior of bots accessing any web-based application, identifies anomalous activity, and takes the appropriate action. The identification of good and bad bots is automated and occurs in real-time, ensuring high application availability to real users.

- **Image Management**

Webscale's Cloud Image Manager automates image optimization and management for merchants, ensuring online buyers receive the right image for their specific device, every time, and ideally always from the cache closest to the end user. Cloud Image Manager compresses images and reduces bytes delivered, improving site speed and conversion rates especially for mobile users, while saving costs related to performing these tasks manually.

- **Application Load Testing**

Webscale Application Load Testing service is aimed at ensuring an online storefront's code works from the front door to the checkout, and does not lead to potential outages.

- **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.