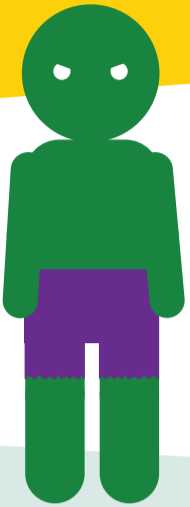


5 WAYS

TO BE A HERO ON BLACK FRIDAY – AND EVERY DAY
ACHIEVE eCOMMERCE ZERO DOWNTIME



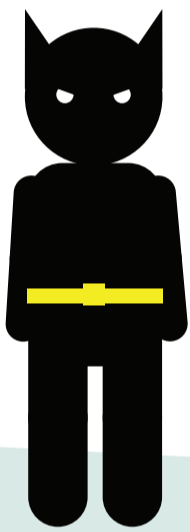
1 PREPARE FOR GROWTH

You can't improve what you can't measure. **Baseline your infrastructure** by defining success criteria and finding ways to measure your current performance. **Build a scalable infrastructure** so you are ready to handle spikes in traffic and transactions, even when they go beyond your expectations.



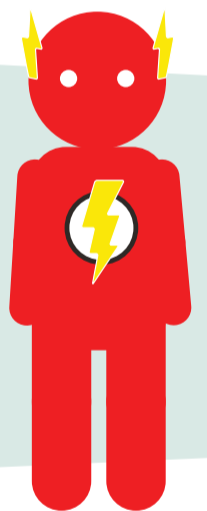
2 BULLETPROOF YOUR INFRASTRUCTURE

An infrastructure that is performing well during April may not be able to handle the Black Friday crush in November. Use ScaleArc database load balancing software to build **high availability and resiliency** into your infrastructure.



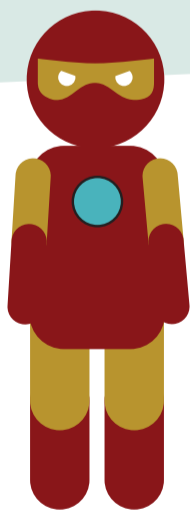
3 AVOID APPLICATION DOWNTIME

eCommerce places a 24/7/365 spotlight on IT infrastructure. ScaleArc delivers multiple strategies for non-stop IT, including **seamless and immediate database failover**, a multi-tier server approach **extend zero downtime to maintenance**, and, because it's transparent to applications, ScaleArc allows you to **maintain uptime even when adding and updating services**.



4 INCREASE SITE PERFORMANCE

Boost site performance to easily handle surges in traffic, delivering consistent and excellent customer experience. ScaleArc's database load balancing increases the performance of your eCommerce apps with four core capabilities: **query caching, connection multiplexing, read/write splits, and the seamless addition of database nodes**.



5 ANALYZE AND TROUBLESHOOT

ScaleArc's detailed analytics can also show you which application servers generate the most database load and what type of queries they execute, right down to query fingerprints with precise data so you can quickly troubleshoot items that will yield the biggest performance improvements.

BE A HERO!

By implementing these 5 steps, your eCommerce applications will be ready for any spikes in traffic that come your way. Contact ScaleArc to talk about how we can help get you ready for extreme scalability and continuous IT operations, and how to heroically face Black Friday – and every day – head on.

www.scalearc.com



Get the eBook

5 STEPS
TO BLACK FRIDAY SUCCESS