

Keep eCommerce Online

Architecting for zero downtime at the database tier

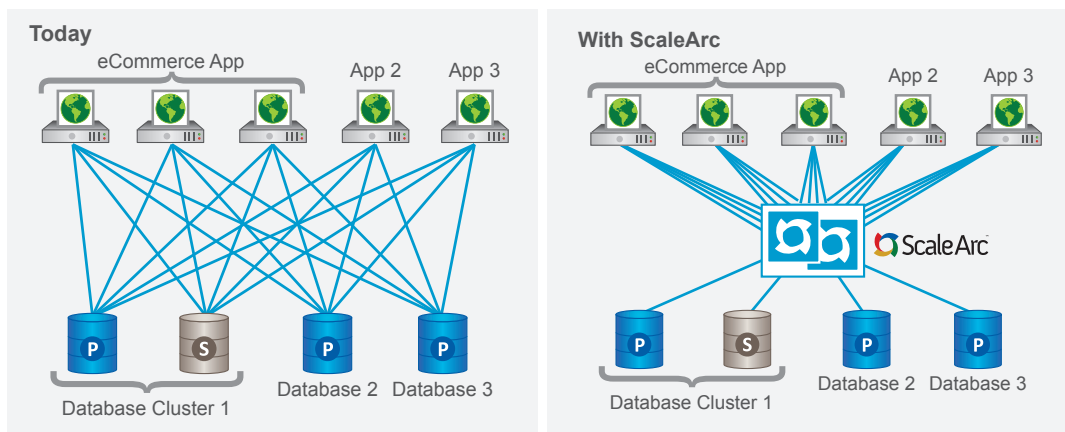
ScaleArc has enabled eCommerce companies large and small to:

- **Deliver 100% uptime** – even through Black Friday and other traffic surges
- **Enable high performance** – so customers engage with your site and don't bounce
- **Scale on demand** – to keep up with sales growth or unexpected traffic surges
- **Deploy security patches** – stay safe without downtime and lost revenue

How? Our database load balancing software deploys transparently between your eCommerce app and your SQL database. ScaleArc leverages your database's replication and failover to enable continuous availability of your eCommerce app.

Advantages ScaleArc Delivers for eCommerce:

- Failover that's transparent to the app
- Zero-downtime maintenance
- Scale out with no app changes
- ACID-compliant caching to boost response times
- Centralized point for access control and logging



Key Features of the ScaleArc Software:

- Leverage failover and replication built into the database to **augment failover**
- Queue incoming queries during database failover to **avoid app errors** or restarts
- Route around servers marked offline to support **patching on demand**
- Automatically support **read/write split** to enable instant scale out
- **Monitor replication lag** to never serve stale data
- Automatically expire cache on data change to enable **caching of shopping cart** or buyer profile data

“For most organizations, the weakest link in IT availability and agility is the database.”

Zeus Kerravala
IT Analyst

With ScaleArc:



Maintains 100% uptime through Black Friday and all year round



Enjoyed 100% uptime during 3000% traffic spike being on Shark Tank

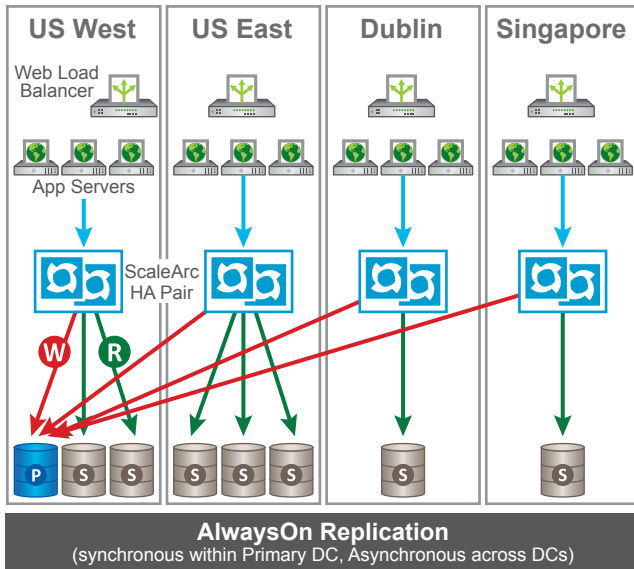


Architected for 100% uptime on Black Friday in 10 days vs. 2 months

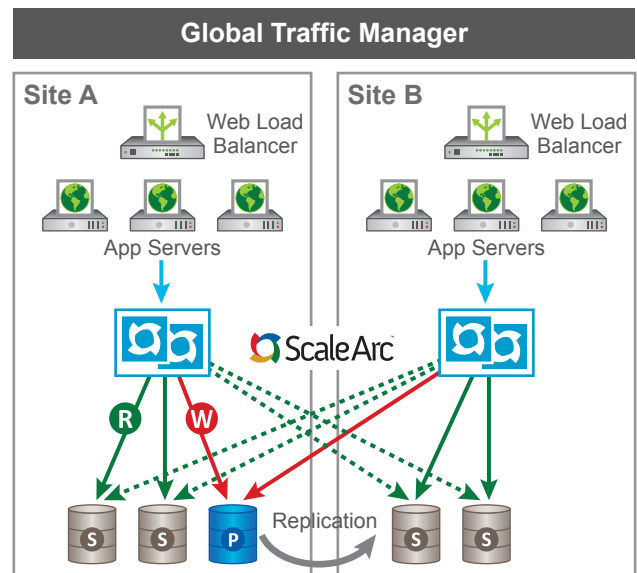
Retail Customers Improving eCommerce with ScaleArc



ScaleArc + Microsoft SQL Server



- Accelerated project timeline from 9 months to 4 months
- Provides auto failover across data centers, avoiding app errors during failover



- Enables zero-downtime maintenance
- Doubled web page download performance with caching

ScaleArc + MySQL



- Used ScaleArc firewall rule to block SQL injection attack
- Avoided all application re-engineering



- Scaled performance 8x
- Handled transactions for 2000x spike in sales

Learn more: Visit the ScaleArc eCommerce resource center at www.scalearc.com/eCommerce