ThinkGeek Solutions

Executive Summary

Customer Name:
ThinkGeek Solutions

Industry: Online video game merchandise retailer

CHALLENGE
• Eliminate downtime during traffic spikes to avoid revenue loss
• Manage scale out, on demand, without overspending

SOLUTION
• Predictive scaling keeps capacity ahead of demand
• Prevents overloads and outages

RESULTS
• Uptime increased 100%
• Scaled seamlessly with a 2x-3x increase in traffic

CYBER MONDAY COMPARISON
• 2012 without Webscale – 24-hour outage caused estimated $80K in lost revenue
• 2013 with Webcale – 73% traffic increase, 100% availability, 43% increase in transactions

Overview

ThinkGeek Solutions, an online retailer of game merchandise for some of the most popular video games, receives an average of over 50,000 unique monthly visitors to its storefront. They maintained a public cloud infrastructure and were concerned with the level of support they were receiving from the hosting provider, following a surge in traffic that took the site down on Cyber Monday in 2012, resulting in a day of lost sales.

ThinkGeek needed a timely and efficient way to anticipate, or at least keep up with traffic spikes, and were hesitant to invest in more hardware that would sit unutilized during quiet periods. They were looking for an e-commerce soltuion that would auto-scale predictively, allowing for the rapid provisioning of the appropriate IT resources needed during surges in web traffic, effectively eradicating downtime.

Jed Seigle, president of ThinkGeek shared that, "When we introduce a new game or support a product launch we often see traffic spikes range from 75% to 400%. We knew we needed to ensure site availability and fast page load times regardless of the traffic flow."

Solution

"Webscale provided us with the resilient and scalable solution we needed," Seigle continued. "Webscale automatically ensures that the ThinkGeek website is always on and performing optimally, even as the site expands across multiple cloud providers and regions."

One of their first proof points occurred when a large game developer incorporated a link to a ThinkGeek store from within one of their leading games, they were able to support the 150% increase in traffic and 400% increase in transactions that followed that link integration dramatically increasing revenue and customer satisfaction.