



Event Network



Executive Summary

Customer Name:

Event Network

Industry: Online gift stores for 100+ museums and cultural attractions

CHALLENGE

- Reduce DDoS attacks to eliminate downtime and outages
- Manage scale out capacity and associated costs

SOLUTION

- Security and multi-cloud features prevent overloads and outages
- Predictive auto scaling gets ahead of web traffic demands

RESULTS

- Uptime increased 100% and page load times improved
- Cost of IT Infrastructure management reduced 60%

CYBER MONDAY COMPARISON

- 2014 without Webscale – 40% downtime; <6 seconds page load time
- 2015 with Webscale – 100% availability; <1 second page load time

Overview

Event Network, Inc. is a leading operator of over 100 online gift shops for cultural centers including Smithsonian American Art Museum, California Academy of Sciences, New York’s Museum of Natural History and more. Their goal is to extend and elevate the website visitor experience, as such they have zero tolerance for security attacks, website outages or slow performance.

In June 2014, the e-commerce team noticed a slight increase in the number of distributed denial-of-service (DDoS) attacks that were rendering their partners’ websites inaccessible and causing slower load times and outages. On Black Friday these increased, with spoofing, volumetric and application layer attacks coming in from around the world, and neither Event Networks’ IT department, nor their hosting partner could keep up with blocking the offending IP addresses. Eventually, all 100 partner marketing campaigns and websites were shut down, not just for a few hours but for the entire cyber weekend, causing over \$1 million in lost revenue.

Solution

Event Network needed a vendor that could integrate with Magento, their e-commerce platform, and who could provide comprehensive DDoS protection and mitigation, PCI-DSS compliance for additional security, and predictive auto-scaling to right-size infrastructure during high demand, maintaining high performance and reducing cost. They also needed a partner with experience across multiple cloud service providers to address the service assurance and disaster recovery needs of their growing customer base.

The Webscale E-Commerce Platform, with Cloud Security, exceeded their expectations. Not only was Event Network up and running with all of its partners within weeks, but they were able to add resources to help partners run more marketing campaign with the money they saved in their infrastructure costs.

Luis Sanchez, e-Commerce Director said: *“The amount of support we receive from Webscale is unprecedented. Their proactive support team has an answer for me before I even call, because they are constantly monitoring our systems. They are a true extension of our team, as we are to our partners.”*