



TRUMPET & HORN

Executive Summary

CUSTOMER NAME:

Trumpet & Horn

INDUSTRY:

 Online retail

CHALLENGE

- Predicting and preparing for large spikes in web traffic using one hosting network
- Maintaining 100% uptime and a reliable customer experience to avoid loss in revenue

SOLUTION

- Predictive auto scaling meets anticipated demand and balances capacity costs
- Multi-cloud provider platform delivers enhanced performance and resilience

RESULTS

- Stress-free IT concerned with “guesstimating” demand or how to recover from potential outage
- Zero downtime or latency issues even with 3x average web traffic spike

Overview

Trumpet & Horn, founded in 2012, is an online source for vintage and antique jewelry that generates 95% of its revenue from online sales. For them, their e-commerce website is an enormous part of their ability to generate revenue and therefore must be fast, reliable, safe -- and always on -- for customers.

Before working with Webscale, Trumpet & Horn hired a large hosting network primarily based on price. Every time they needed to conduct a large-scale update or a social media post they had to provide advanced notice to the service provider so it could prepare additional server capacity for anticipated spikes in web traffic or else risk a complete website outage during the event.

Trumpet and Horn maintains an enormous social media presence and because they launch many promotions on those social media platforms they often see huge spikes in web traffic. The burden of continually relying on one service provider to provision and deprovision capacity as they needed became overwhelming. And the risk of any downtime that could result in thousands of dollars in lost revenue was unacceptable.

Solution

Trumpet & Horn needed to find a partner they trusted and could scale with them as they grew their business. They needed an e-commerce solution that could predictively scale to meet both anticipated and unanticipated surges in web traffic without overcharging for underutilized capacity and that could deliver a multi-cloud disaster recovery and backup solution to ensure the elimination of any downtime.

As soon as they engaged with Webscale, they were impressed first with their level of customer service. As they learned more and conducted a successful proof of concept, they deployed Webscale's e-Commerce Platform and were up and running.

Their early and greatest test of the Webscale platform occurred in early 2015, when US Olympian Michael Phelps shared an image on his social media channel of a ring he had bought for his girlfriend from Trumpet & Horn. The Trumpet & Horn website was quickly inundated with visitors to their site once Phelps' more than one million followers followed his post. Within a period of just a few hours from unexpected new visitors, their infrastructure scaled from two instances to six, ahead of demand, and then scaled back to two once the surge has subsided – all without any human intervention and without any reduction in site performance and availability.

Hannah Marlin, Trumpet & Horn's digital communications manager gleefully remembers during that day, “We were watching our traffic rise and extremely concerned that the website would crash. I emailed Webscale and received a response within minutes stating our secondary server had already kicked in and a third was ready, if needed. Our traffic tripled that day, our biggest day ever, and it went off without a hitch. We love Webscale!”