12-Nov-2012

Cloud Solution Type   IaaS
Case Study Title   Fengqi.Asia helps eCommerce website scale according to traffic demand
Basic Information   Company Name: Fengqi.Asia (operated by **Cluster Technology Limited**)   Client Name: Reebonz   Deployment Date: 1-Oct-2011   Web Site: http://www.reebonz.com
Introduction   Reebonz, a Singapore-based retailer, uses Fengqi.Asia Public Cloud to host its online shopping platform. Fengqi.Asia assisted the client to build a scalable architecture with our SmartMachines and save 80% of infrastructure cost.
Experience Sharing   Before using Fengqi.Asia public cloud service, Reebonz used a managed hosting provider to operate its online platform. A major challenge they were facing was that the physical infrastructure failed to scale together with volatile traffic demand. Therefore significant and excessive amount of stand-by computing resources were required to accommodate peak visitor traffic, about 5,000 simultaneous connections, during the 1- or 2-hour period per day.   With Fengqi.Asia, all Reebonz needs is the resources to cope with the average traffic demand. Fengqi.Asia uniquely supports CPU bursting which vertically scales up instances to handle the surge of visitor at peak hours. Our scalable cloud for the web and mobile applications allows Reebonz to reduce computing resources from 240GB RAM (5 machines x 48 GB) to 24GB RAM (6 SmartMachines x 4 GB). Memcache requirement has also been decreased from 5 x 4GB RAM to 5 x 2GB RAM. This new cloud-base architecture implies an overall 80% saving of infrastructure running cost. End-user latency is controlled and the website infrastructure can now scale linearly with growing number of users rather than exponentially.
Practical Tips   **Tips - Evaluate the performances instead of placing blind trust in brand names:**   Ask for trial accounts or sandboxes from your potential service providers to compare the disk I/O, CPU, memory and network performance of their cloud machines with your software or applications. You may find significant performance differences among service providers. With high-performance cloud machines, fewer instances will be required to run your applications

which in turn lower the infrastructure costs involved.

Tips - Evaluate the scalability of the cloud you chose:
One of the key features of Cloud Computing is scalability. However, many cloud providers cannot provide burstable computing resources (e.g. CPU) for applications. We encourage you to evaluate the scalability of your potential cloud providers. A truly scalable cloud environment is essential as it allows your business to easily upscale or downscale your IT resources as and when required.