



Solution Brief

Silk and Retail Workloads in the Cloud



Why Silk for Retail

- **10x Faster Performance and Sub-Millisecond Latency** – Run your largest and most complex workloads at speeds on-par or faster than on-prem so you never leave customers hanging
- **Flexible Scalability** – Quickly scale up to meet customer demands during busy shopping periods, and then scale back down just as quickly to avoid paying for resources when not in use
- **Up to 30% Improved Cost Efficiency** – With enterprise data services keeping cloud resources in check, never worry about too many clones taking you over your budget

More consumers are doing the bulk of their shopping from the comfort of their own house. Which means that the strain that retailers are seeing on their online shops has increased dramatically over the past few years alone. And that's not even taking into account that there are some parts of the year that are busier shopping seasons than others (like the holidays or back-to-school).

On top of that, competition is fiercer than ever. And with new artificial intelligence and machine learning capabilities available on the cloud, retailers are able to take advantage of new technologies to help their shops stand out more. Like providing a personalized shopping experience with buying recommendations for customers based on previous sales and browsing history. Yet providing these personalized recommendations creates vast amounts of data that a retailer's applications have to crunch and analyze quickly.

So what do a rapid rise in online transactions and the use of personalization both have in common? The need for faster performance.

Getting that faster performance on the cloud for some of a retailer's most mission-critical workloads can be difficult. This is because the public cloud vendors put throttles onto the speeds at which workloads on their servers can reach. These throttles keep their customers from getting the speeds they need in order to complete transactions quickly.

Not only that, but many of these workloads – such as databases like Oracle or SQL Server – are often large and complex. Which makes it more difficult to actually move these workloads onto the cloud while still getting the same high level of performance that they demand in order to function.

Silk for Retail Workloads on the Cloud

Enter Silk. Silk supercharges customers' databases and workloads on the public cloud, giving them up to 10x faster performance than they would achieve through native cloud alone – even for the most complex and largest workloads.

If you've ever impatiently waiting for an online transaction to go through, you understand the importance of fast performance for online retail. Any delay could be enough time for a customer to change their mind and cancel a transaction. Silk offers up to 10x faster performance sub-millisecond latency, so you never leave a customer hanging or loss a single transaction due to website sluggishness.

Silk offers enterprise data services – such as real-time data reduction, thin-provisioning, zero-footprint clones, deduplication, and data replication – that are not available natively on the cloud but are critical to keeping cloud resources from ballooning over your cloud budget. Plus resource optimization is automatic so there is no need to tune cloud resources to make sure you're getting the most out of your cloud.

Flexible Scalability

There are some times that are historically busy for retailers: whether it is the busy holiday season or back-to-school clothes shopping. But paying for an excess of cloud resources during slower seasons doesn't make sense – for you or your budget. With Silk, you get the flexibility to quickly scale up to meet the additional demands during these busy shopping periods. And then you can quickly and easily scale back down when these busy periods are over. So you're always able to stay within budget while meeting customer demands.

Up to 30% Improved Cost Efficiency

Trying out new innovations, such as personalization and the use of augmented and virtual reality (AR/VR), means you'll probably make a lot of copies of data for Test/Dev purposes. Silk's enterprise data services help keep the number of cloud resources you use in check, no matter how many copies you make. So you never blow through your cloud budget.



Priceline's Silk Story

Priceline is a world leader in online travel deals. In order to provide a better online experience for customers, Priceline decided to move its workloads to the cloud. However, they wanted to be sure they were able to achieve the highest levels of performance possible while also keeping their cloud budget under control.

With Silk, Priceline was able to see a significant boost in performance, which made it possible for the team to cut back on overprovisioning of cloud resources in order to achieve the desired level of performance their workloads needed – thus helping to keep their cloud budget in check. On top of that, Silk offered Priceline an easy-to-use and manage experience. Says Sr. Director of Infrastructure, Frank Magaletta: *"We're able to spin up nodes, spin up controllers, reduce performance or increase performance when necessary. The ease of manageability has been a real delight for our engineers to interact with."*

Ready to see what Silk can do for your retail business on the cloud?

Visit <https://silk.us/solutions/solutions-retail/>.

About Silk

Silk enables organizations to migrate and run their most complex business-critical applications in the public cloud while continually optimizing performance, reliability, and costs. Silk's data services eliminate the need to copy production data for Dev/Test teams increasing their agility and enabling production data to be leveraged for Generative AI. Silk leverages over 20 technology patents so customers can effortlessly unlock the full potential of the public cloud in a fraction of the time. Silk is headquartered outside of Boston, MA.

For more information, visit <https://silk.us/>.