

# Silk for Microsoft SQL Server Retail Customers



As more retailers continue to adopt the cloud, they are finding that cloud adoption for their most mission-critical workloads, such as Microsoft SQL Server, is more complicated. So much so that they are often referred to as “Untouchable Workloads” due to their seeming inability to move onto the cloud. These revenue-affecting, line of business workloads are typically large (over 5 TB in size) and demand ultra-fast performance to ensure fast results and high end customer satisfaction. This performance requirement is often impossible without a complete rewrite and re-architecture to cloud native technologies, something which requires large amounts of time, money, and effort and presents a huge amount of risk.

This is where Silk comes in. The Silk Cloud Platform is a virtualization layer that lives between customers’ MS SQL workloads and the underlying cloud infrastructure. It supercharges the speeds these workloads need by offering up to 10x faster performance compared to native cloud alone. And it makes it easy for retailers who want to move these applications to the cloud to quickly lift, shift, and evolve – meaning these applications can be lifted and shifted to the cloud today while working behind the scenes to modernize for tomorrow.

## Proven Performance for MS SQL Workloads

By decoupling performance from other resources such as compute and capacity, Silk guarantees high performance to applications such as eCommerce or Inventory Management systems. In fact, Silk offers the same – or better than – performance seen on-premises. With sub-millisecond latency and the ability to dynamically scale performance automatically, Silk is also simpler to operate than your physical infrastructure.

## **In performance tests, Silk has proven that it offers SQL performance from the very first second:**

- Bulk loading more than 23 million rows in 1 second
- Load more than 8 TB of data into a SQL database in less than an hour
- Perform a full table scan and retrieve a full 75+ GB data table into memory within half a minute. All while easily reading sustained 10 GB/sec without the need of partitioning tricks

## **Retailers Who Are Already Seeing the Performance Boost of Silk**

A number of retailers are already starting to see the power that Silk offers their MS SQL workloads on the cloud.

One is a furniture ecommerce company. This company had a corporate objective to get all data out of on-premises datacenters by a very strict deadline. The company had moved its 40 MS SQL hosts to the cloud but kept hitting the cloud vendor's throughput limits. There wasn't time to refactor in order to get faster performance so the company began searching for a solution that would fit their requirements.

Silk effectively eliminated all performance limitations. Proving to be 0.2 ms faster per transaction than the company's previous on-prem solution, Silk offered 3.2 GB/s throughput per SQL host (with up to 4 SQL hosts living on each Silk Data Pod). With faster performance, there was no longer a need to overprovisioning VM vCPUs. This resulted in major cost efficiencies for the company's MS SQL licensing costs. On top of this, Silk's enterprise data services – such as zero-footprint clones, inline compression and deduplication – enabled the company to reduce its data in the cloud by 3:1, helping to make the most of their cloud resources and reducing costs further.

Another retailer who has supercharged its MS SQL workloads on the cloud with Silk is a global online luxury platform. This retailer had highly transactional workloads on the cloud that demanded high throughput. And during busy shopping seasons, like Black Friday, the need for even faster performance was much greater. The company had to overprovision its cloud resources to meet its performance needs resulting in a much larger than desired cloud bill.

With Silk, the company was able improve its vCPU efficiency by a whopping 72%, delivering more database transactions using the same cloud compute infrastructure and protecting against the peaks that the company experienced throughout the year. More importantly, Silk set up the company's mission-critical environments to handle the growth that they expect to happen in the near future.

## **Ready to start seeing how Silk can help give your MS SQL workloads the boost they need for your highly transactional workloads?**

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

### **About Silk**

The Silk Cloud Platform is the leading platform to quickly move mission-critical data to the cloud and to keep it operating at performance standards on par with even the fastest on-prem environments. Silk works with global enterprise companies and cloud providers to ensure a seamless, efficient, and smooth migration process, followed by unparalleled performance speeds for all data and applications in the cloud.

The platform makes cloud environments run 10x faster and the entire application stack is more resilient to any infrastructure hiccups or malfunctions. Silk has offices in Israel and is headquartered in Needham, MA. For more information, visit <https://silk.us/>.