SIlk

Solution Brief

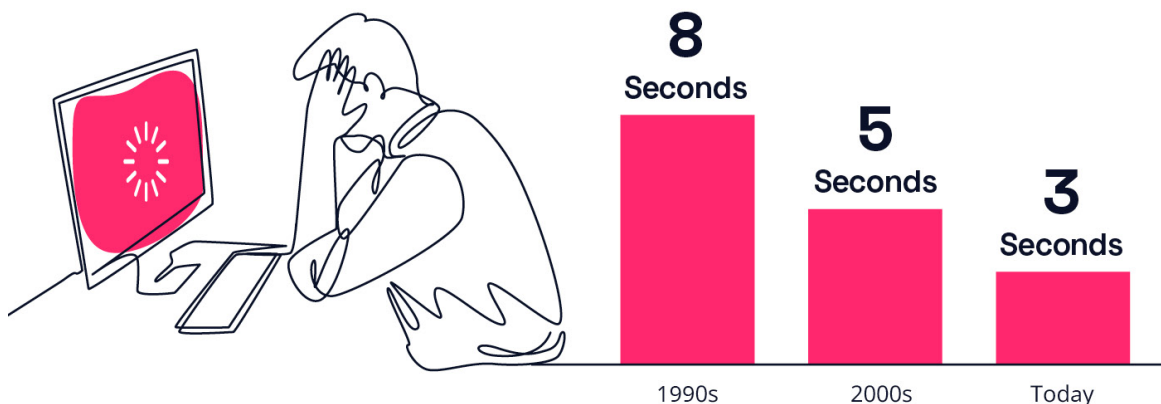# SLOW IS THE NEW DOWN

Get Fast Performance for Retail Databases in the Cloud with Silk

Online shoppers are becoming less forgiving every year. In the 1990s, customers would wait an average of 8 seconds for a page to load before jumping ship. Today, they will only wait 3 seconds before abandoning a site.

That doesn't leave retailers much time to get a page loaded and start attracting the customer. And the numbers show that after one slow experience, most shoppers will not return to the site. In fact, even the biggest brand advocates lose loyalty after a single bad experience.

Seconds Customers Will Wait For Page to Load

	8 Seconds	5 Seconds	3 Seconds
	1990s	2000s	Today

Why is your site taking so long to load? It's because of all the data your system is gathering – i.e. data about your customers, payment information, and inventory information. Housing, sorting through, and making sense of this data can slow your system down.

With Silk you can get the performance your databases need while being incredibly cost-efficient with cloud resources

10x Performance for Your Databases

The Silk Cloud DB Virtualization Platform is available in the cloud provider marketplaces and deployed in your cloud tenant. It sits between your databases and cloud storage infrastructure, delivering up to 10x faster performance than you would achieve through native cloud alone – even for the most complex, business-critical workloads.

If you've ever impatiently waited 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 with sub-millisecond latency, so you never leave a customer hanging or loss a single transaction due to performance.

Flexible Scalability

Silk's shared data architecture can support multiple applications and databases on the same physical storage. This is different than deploying databases directly on cloud infrastructure because cloud resources are thickly provisioned, leading to overprovisioning. Silk splits performance from capacity, so performance is maximized without increasing costs. Scale up or down non-disruptively to meet peak workloads.

There are times that are historically busy for retailers: whether it is the holiday season or back-to-school 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.

Cost-Efficiency of Cloud Resources

The platform includes enterprise data services – real-time data reduction, thin-provisioning, zero-footprint snapshots, deduplication, and data replication – that are not available natively on the cloud but are critical to reducing data footprint and keeping cloud costs in check.

Trying out new innovations, such as Artificial Intelligence, Augmented Reality or Virtual Reality, means you'll probably make a lot of copies of data in the cloud 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.

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

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 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/.