

Severalnines keeps the tills ringing at eCommerce platform vidaXL

Submitted by: Severalnines

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Reliable MongoDB, MySQL database management software helps vidaXL to grow their business

Everywhere around the world, November 9th 2016 - Severalnines (<http://bit.ly/2fwlKRS>), a leading database infrastructure management software provider, today announced vidaXL (<https://www.vidaxl.co.uk>), an international eCommerce platform where you can “live it up for less”, as its latest customer.

Severalnines' ClusterControl (<http://bit.ly/2efN3Cn>) was deployed to help manage vidaXL's polyglot database architecture, which consists of SQL and NoSQL database solutions to handle specific tasks within the enterprise.

vidaXL caters to the product hunters, offering items for inside and outside the home at competitive prices. With a catalogue of currently over 20,000 products to choose from and selling directly in 29 countries, it has a huge task of managing and updating the database its consumers rely on to fulfil their orders. With 200,000 orders monthly, vidaXL is one of the largest international e-retailers.

The eCommerce company is growing and it has an aim of expanding its product catalogue to over 10,000,000 items within the next 12 months. This extremely large selection of goods creates a wealth of new data; images alone in the catalogue create roughly 100 terabytes worth of data, and the products rows between one to two terabytes. The increase of data originally required vidaXL to hire more database administrators (DBAs), but it searched for a cost-effective solution.

Severalnines' ClusterControl was deployed to manage the database systems. As scaling was an issue for vidaXL, particularly the horizontal scaling of its servers, ClusterControl as a single platform replaced the need for a combination of tools and the sometimes unreliable command line control. The ClusterControl deployment took around one week to implement, with no extra support required from Severalnines.

Severalnines' ClusterControl is easily integrated within a polyglot framework, managing different databases with the same efficiency. vidaXL is using several different databases, MongoDB and MySQL for product and customer listings, along with ElasticSearch, for its real-time search capabilities; ClusterControl was plugged in to automate management and give control over scaling of MongoDB and MySQL. The operations team also leveraged it for proactive reporting.

Zeger Knops, Head of Business Technology, vidaXL said, “We're looking to grow exponentially in the near future with the products we offer and maintain our position as the world's largest eCommerce operator. This means we cannot suffer any online outages which leads to a loss of revenue. Scaling from thousands to millions of products is a giant leap and that will require us to have a strong infrastructure foundation. Our back-end is reliant on different databases to tackle different tasks. Using several different tools, rather than a one-stop shop, was detrimental to our productivity. Severalnines is that “shop” and we haven't looked back. It's an awesome solution like no other.”

Vinay Joosery, Severalnines CEO, added, “As we head towards the busy end of the year for retailers with Cyber Monday just around the corner, a product catalogue of VidaXL's size requires strong database

management skills and technologies. Keeping operations online and supplying people with their required orders is key. We trust that VidaXL will continue to reap the benefits of ClusterControl as it grows.”

About Severalnines

Severalnines provides automation and management software for database clusters. We help companies deploy their databases in any environment, and manage all operational aspects to achieve high-scale availability.

Severalnines' products are used by developers and administrators of all skills levels to provide the full 'deploy, manage, monitor, scale' database cycle, thus freeing them from the complexity and learning curves that are typically associated with highly available database clusters. The company has enabled over 8,000 deployments to date via its popular ClusterControl product. Currently counting BT, Orange, Cisco, CNRS, Technicolor, AVG, Ping Identity and Paytrail as customers. Severalnines is a private company headquartered in Stockholm, Sweden with offices in Singapore and Tokyo, Japan. To see who is using Severalnines today visit, <http://www.severalnines.com/company> (<http://www.severalnines.com/company>)