

Success Story

Vinotronics cut page load times by 88% with IONOS Cloud

The company behind canadianbestseller.com migrated its site to IONOS Cloud to improve the customer experience and meet ambitious growth plans.

As a site that served four million visits per month, canadianbestseller.com had outgrown its dedicated hosting. At its peak, the site took up to 45 seconds to load, risking losing frustrated customers who abandon the site. With plans to increase to half a million product lines sold, and to expand internationally, the site's owner – Vinotronics – realized it needed a faster, more resilient, and more scalable hosting solution. IONOS helped the company migrate its platform to the IONOS Cloud, optimize the search engine experience, and improve its geographic coverage with a content delivery network (CDN). As a result, page loading times fell to just a few seconds. “The user experience is way better now, and we can see more orders coming in,” said Kelvin Oben, CEO of Vinotronics.

+++ Featured learnings +++

- The cloud provides a scalable and resilient hosting platform for online businesses with large traffic volumes.
- Loading times matter to customers. Using IONOS Cloud for hosting, together with a faster search plug-in and a content delivery network (CDN) gives customers the performance they expect.
- You can cut cloud costs by choosing IONOS Cloud over a hyperscale platform and using its flexible scalability to right-size resources in line with demand.



The challenge

The need for faster, more scalable hosting

Canadians sometimes look at the prices and range of goods available in the US with envy. That's why Vinotronics launched canadianbestseller.com in 2014. The site sells goods that would typically cost more or were otherwise unavailable in Canada. Originally specializing in consumer electronics, it has now expanded into photography, sports, and furniture, among other categories. The company responds quickly to trends, identifying and marketing new products predicted to be popular with shoppers.

The proposition proved so popular that the website has grown to serve four million visits per month, 68% of them to repeat customers. Its product catalog now runs to more than 200,000 items.



However, the volume of traffic was putting a strain on the dedicated servers hosting the site. "The site was taking 25 to 45 seconds to load," said Kelvin Oben, CEO of Vinotronics. "Can you imagine how a

customer would feel, waiting that long? The industry standard is two to five seconds."

At the same time, Vinotronics was ambitious to grow the site. There were plans to increase the number of items stocked to 500,000 (Stock keeping units (SKU)) and to expand beyond Canada and the US to also sell in Mexico and Europe.

What's more, the company was set to become even more dependent on its web platform because it was shutting down its brick-and-mortar stores. Previously, the retail outlets had been the bigger part of the business, but the stores had suffered due to many lockdowns during the Covid-19 pandemic. It was proving expensive to serve customers through curbside pickup. "An average order was taking 20 minutes to serve," said Mr. Oben. "A normal pick and

pack in the warehouse only takes one or two minutes." Nor was the experience ideal for customers, who had to queue outside in the cold.

Vinotronics needed to migrate to a new hosting platform that would deliver a better user experience and support the company's growth plans.

The solution

Achieving greater flexibility in the cloud

"We had outgrown dedicated hosting and needed to move to the cloud," said Oben.

By moving to IONOS Cloud, Vinotronics was able to manage the performance of its website more effectively. "With IONOS Cloud, we have full control of the server," said Oben. "We can choose how many cores we use, and how much RAM we allocate. That's all related to the performance that customers experience when they visit our site. We can also configure the storage. We have 200,000 products, so you can imagine how many pages we have on our site. We have about 250 pages in addition to the product pages. It's a very, very big site. Right now, we're using about 14GB of RAM, about eight cores, and about 500GB of storage."

"Part of my job description is to make my company as profitable as possible," said Oben. "I've looked into the big hyperscalers and IONOS Cloud is less expensive."

In addition, the cloud gives Vinotronics the ability to match resources to demand to avoid wasting money. "With IONOS Cloud, we have lots of freedom," said Oben. "At night, if we don't have lots of site visitors, we can scale the resources back. For big seasonal retail events, we can scale up. With our previous dedicated hosting, we didn't have the ability to scale up and down."

During lockdown, the site experienced high levels of traffic even though there were supply chain constraints. "We needed to adjust the site performance so that we could deliver the performance we promise customers in our business plan."

As a result of the migration and additional optimizations that IONOS helped with, Vinotronics cut the load time of its website from up to 45 seconds down to just 5 seconds.

Success Story

cloud.ionos.com

The implementation

Migrating with the support of IONOS

The site is based on WordPress, with the WooCommerce plug-in adding retail capabilities.

"The best thing about IONOS Cloud has been the support we get from the team there," said Oben. "One of my biggest concerns was how to migrate such a large database. The IONOS Cloud support team helped us to do all the research we needed and recommended the processors, RAM, and storage we should allocate. The platform gives us a choice of Windows or Linux, and we chose Linux because that's what we were used to. The support team installed WordPress for us and taught us how to enable caching on the server to speed up the site. All of this was complimentary with our package. It's part of the 24/7 support IONOS promises."

He added: "For some of the things we didn't know how to do, we asked for support and they did the research for us and told us how to handle it. It's been a very, very good experience for us."

IONOS helped Vinotronics realize its goals by suggesting new technologies that could help. When Oben said the firm wanted to expand globally, the IONOS support team proposed using a content delivery network (CDN), which stores popular content closer to users, so the site loads faster. To help optimize the search experience, IONOS proposed Google Elasticsearch.

"Customers really like the new search experience," said Oben. "As you type, it helps you complete your search term. The search engine is faster, too. Search used to take 25 to 45 seconds, and now it takes maybe one second."



The IONOS Data Center Designer also provides a visual interface for configuring IONOS Cloud resources. "IONOS Data Center Designer is simple to use," said Oben. "It's saving us lots of time. Even someone who is not very experienced with data center architecture can use it. It's as easy to use as buying a home computer. Once you log in, you can just choose the server and then you can choose how much RAM you want and so on. Basically, you're building your own computer in the cloud."

Conclusion

Setting the standard in e-commerce

"Our target, apart from the financial targets, is to be the benchmark platform for e-commerce, especially in Canada," said Oben. "We understand that our competitors are huge. The biggest retailers have a trillion dollars in the bank. At the same time, we also know that there are parts of the market that are still available for us. IONOS Cloud is enabling us to pursue these growth opportunities, and the access to 24-hour support has been really integral to our business."

About IONOS

With over 8.5 million customer contracts, IONOS is a leading global provider of cloud infrastructure, cloud services, and hosting services.

Our product portfolio includes Compute Engine, an IaaS compute engine with its own virtualized code stack; Managed Kubernetes for container applications; a private cloud powered by VMware; and S3 object storage. Our solutions provide established medium-sized and large companies, regulated industries, the digital economy and the public sector with all the services they need to be successful in and with the cloud.

We are convinced that data sovereignty is essential for successful digitisation. That's why we are committed to ensuring that our customers retain control over their data and applications.

Treating our customers fairly is very important to us, so we offer transparent pricing and by-the-minute billing, no vendor lock-ins and the best price/performance ratio in the IaaS market. Ease of use is another priority, so we provide highly flexible solutions and easy, drag and drop configuration through our patented Data Center Designer and APIs.

We also attach great importance to customer needs. Dedicated account management, tailored cloud architecture consulting – including support with proof of concept by professional services – and free 24/7 enterprise-level support with certified system administrators are available to help users in any situation.

Our history

For over 30 years, IONOS has been developing innovative, reliable and high-quality solutions that help companies of all sizes to digitise their business processes.

These include web hosting products and office applications, proprietary data centres and innovative cloud solutions. In addition, we have continuously enhanced our portfolio through strategic acquisitions.

Since its foundation in 1988, IONOS (formerly 1&1) has become Europe's largest hosting provider. In 2010, Achim Weiß, the current CEO of IONOS, founded an IaaS provider, which is now the basis for IONOS Cloud. With 8 million customer contracts and georedundant data centres in Germany, Europe and the USA, we provide intelligently coordinated products for every phase of a company's development.

IONOS Cloud is a sub-brand of IONOS, a United Internet AG company.

More information is available at www.cloud.ionos.com.



Call or email us to learn more! ☎ Tel: +1-267-481-7983 ✉ E-Mail: info@cloud.ionos.com

Contact

1&1 IONOS Cloud Inc.
200 Continental Drive, Suite 401
Newark, NJ 19713
United States of America
Phone: +1-267-481-7983
Email: info@cloud.ionos.com
Website: www.cloud.ionos.com

Success Story

www.cloud.ionos.com

Copyright

This white paper has been created with great care.
However, we cannot guarantee the correctness,
completeness or relevance of its contents.

© Copyright 1&1 IONOS Cloud Inc., 2022

All rights reserved, including those relating to the
reproduction, editing, distribution and exploitation
of the contents of this document –
or parts thereof – beyond the scope of copyright
law. Any such actions may only be carried out with
the written consent of IONOS. IONOS reserves the
right to update and change the contents of this
success story.

Success Story

cloud.ionos.com