AllSaints Boosts Conversions & Cuts Costs through Cloud Migration

For over 2 years, Pythian had been actively supporting AllSaints, which made the decision to expand the relationship an easy one. Pythian set up Google Compute Engine and Google Kubernetes Engine, while implementing Percona Monitoring & Management.

The challenge

As every ecommerce brand knows, online customers do not tolerate the frustration of slow page loads or difficult checkouts, even during peak periods. For years, AllSaints met that expectation by running more than 60 servers. Outside of major shopping periods, though, nearly half those servers sat idle, adding unnecessary costs in an industry where margins are already razor thin.

The solution

Pythian worked with AllSaints to set up the chosen technology: Google Cloud SQL via MySQL on GCE, GKE and Memorystore; this environment autoscales to meet increased demand during peak shopping periods, and the monitoring provided by Stackdriver supplements the self-healing properties of Kubernetes. Percona Monitoring and Management was also implemented for alerts and insights into performance.

The results

After its seamless, all-at-once migration to Google Cloud, AllSaints started realizing the benefits immediately. In the first three months following the move, page load speeds improved by 35%, and online conversions at full price were up by 20%. In addition, the elimination of AllSaints' redundant servers allowed the company to reduce its platform operating costs by a full 75%.

> " This was the biggest infrastructure change in the history of the company, and we wanted to do it in such a way that our customers wouldn't notice the change. Pythian gave us the advice and support we needed to make that goal a reality. "
>
> Andy Dean, Technical Operations Manager, AllSaints

ALLSAINTS

About AllSaints

From a single store off Carnaby Street in London, AllSaints has grown over the past 25 years into a major online fashion retailer. The brand's website and app attract more than two million visits a month from customers across Europe, Asia, and North America.
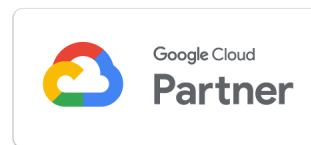
Industry: Retail & Wholesale

Primary project location: United Kingdom

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About Pythian Services Inc.

Pythian helps organizations transform by leveraging data, analytics, and the cloud, to create customized solutions for the toughest data challenges.

Google Cloud
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