

**IN BRIEF**

**Industry**

» Consumer Products & Services

**Challenges**

- » Eliminate downtime and slow website performance during peak traffic periods
- » Transition to a cloud environment for flexibility and scalability, and to reduce costs

**Solution**

» Riverbed Stingray Traffic Manager

**Benefits**

- » 50 percent reduction in back-end servers, which resulted in significant cost savings
- » Increased traffic due to improved customer satisfaction
- » Real-time traffic views and tracking make it easy to strategize and plan

**GILT**  
G R O U P E



# Gilt Groupe

## Riverbed Helps Triple Gilt Groupe's Web Traffic Within a Year

With millions of unique visitors to its website and over 5,000 requests per second during peak periods, online retailer Gilt Groupe could lose a large percentage of its daily profits in just 10 minutes of downtime. Looking to ensure a consistently excellent customer experience, increase revenue, and decrease back-end costs, Gilt Groupe made the move to virtualization with Riverbed® as their traffic management solution.

Gilt Groupe was looking for the best way to grow fast, and quickly decided that moving to a cloud environment would provide the flexibility, scalability, and speed of deployment they needed.

With Gilt Groupe already using Riverbed in the physical environment, they realized that the software-based Riverbed Stingray™ Traffic Manager would be able to move seamlessly with them into the cloud platform they had chosen.

Phong Nguyen, VP Research & Development and Founder at Gilt Groupe, explains, "A virtualized Riverbed solution made a lot of sense – we could set up additional servers in minutes and also run more redundancy across a larger number of physical servers."

### Riverbed makes moving into the cloud simple

Gilt Groupe faced several challenges in moving their architecture into a cloud environment, but Stingray Traffic Manager was not one of them. "With all the complexity of moving from a hosted environment to a full cloud environment, we were pleasantly surprised to see just how simple the Riverbed components were to operate. Everything worked well, from details like SSL Certificates to preventing fault tolerance in the cluster."

### Riverbed in the cloud

Using the Riverbed subscription model enabled Gilt Groupe to roll out a larger number of Riverbed servers. Nguyen continued, "We implemented a multi-tier, service-oriented architecture, with multiple independent clusters all managed from Riverbed. This allows us to manage all aspects of the infrastructure with a common, reliable load balancer and content cache.

"We have a service-oriented architecture, in which the data sources are split into various different pools. We use Riverbed to do all the routing and in some cases manage the authentication to the services."

### A hybrid model for customer security

To be Payment Card Industry Data Security Standard (PCI DSS)-compliant, Gilt Groupe continued using two of their Riverbed servers in a data center environment, deploying the Riverbed Stingray Application Firewall module to handle all payment and credit card requests. Nguyen added, "With Riverbed, we were able to lock down sensitive data and satisfy PCI DSS compliance."

**"Riverbed is phenomenal in terms of the number of page requests it can serve per second. On the West Coast, where we currently operate a small cluster of three Riverbed Stingray Traffic Managers, we can deliver over 100,000 requests per second. Riverbed helps us prepare for larger traffic spikes as our business grows."**

*Phong Nguyen, VP research & development and founder, Gilt Groupe*

**Content caching makes all the difference**

Specialized caching through Riverbed decreases the latency and increases the speed, performance, and overall user experience of Gilt Groupe’s website. Cached content is placed as close to the user as possible, reducing trips to the back-end servers to retrieve data. In California, for example, customers are seeing improved page load times because much of the dynamic content can now be served from a cloud closer to those customers.

“Riverbed is phenomenal in terms of the number of page requests it can serve per second,” Nguyen adds. “On the West Coast, where we currently operate a small cluster of three Stingray Traffic Managers, we can deliver over 100,000 requests per second. Riverbed helps us prepare for larger traffic spikes as our business grows.”

**50 percent reduction in back-end servers**

Gilt Groupe saw an immediate cost reduction because it was able to de-commission servers as soon as they started using Riverbed in the cloud.

Over the year, a combination of the Riverbed content caching and the service-orientated architecture has reduced the back-end server requirement by 50 percent.

Nguyen concludes, “Our traffic skyrockets at noon every day, so without Riverbed we’d have to implement things differently. While the server pools decreased, we saw our traffic triple within the year.

“With the pages loading so much faster, we started seeing even more traffic. And the graphs in Riverbed’s user interface allow us to see all traffic in real-time and track the increases, which helps us plan for future provisioning. Riverbed is an integral part of our architecture and an extension of our application.”

**About Gilt Groupe**

Gilt Groupe provides access, by invitation only, to Men’s, Women’s and Children’s coveted fashion and luxury brands at prices up to 70 percent off retail. Each sale lasts 36 hours and features hand selected styles from a single designer. From Valentino to Tibi and John Varvatos, Gilt Groupe offers a selection of merchandise at a range of prices, only on [www.gilt.com](http://www.gilt.com).

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**About Riverbed**

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).



2005, 2006, 2007, 2008, 2009, 2011



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