

## Reebonz Success Story



Reebonz is an exclusive online shopping destination that offers premier brands at deep discounts in private sales. High-end fashion, home furnishings, luxury destinations and premier experiences are all on offer via Reebonz Fashion, Reebonz Home and Reebonz City. Sales events are held for short periods of time and are open to members only. Reebonz is headquartered in Singapore with customers ranging across the Asia-Pacific region.

Founded in 2009 by Samuel Lim, Daniel Lim and Benjamin Han, Reebonz is one of the largest private sale events sites in Asia with well over 10 million monthly page views that mostly generated at noon. The three verticals are exclusive online shopping destinations for community members seeking special prices on premier brands offered for limited periods. High-end fashion, home furnishings, luxury destinations and unique experiences are all on offer via Reebonz Fashion, Reebonz Home and Reebonz City. Reebonz is headquartered in Singapore with customers ranging across the Asia-Pacific region. The company's application is comprised primarily of open source components and requires integration with payment gateways around the world serving the different countries in which Reebonz operates.

### ENVIRONMENT

#### Hardware:

- 50+ SmartOS SmartMachines

#### Software:

- 2 Zeus Traffic Manager™ load balancers

## The Challenge

With huge traffic spikes and aggregate growth of page views running a whopping 20% per month, Reebonz was experiencing repeated problems when the response to popular sales crashed their Web infrastructure. Because Reebonz releases deals at noon Singapore time, its dedicated hosting facility servers would receive a tidal wave of pageview requests in a very concentrated time. Says Torres, "Brutal traffic at noon resulted in many outages and loss of revenues during the peak hour." Torres Oey wanted:



### **The ability to respond to demand spikes by scaling quickly and massively.**

To meet huge usage spikes around the opening of private sales, Torres needed a way both to plan for these types of events while also having the capability to scale even further if necessary at a moment's notice. He also wanted powerful load balancing capabilities to shape and manage traffic as needed in real-time.



**A cost effective cloud computing solution.** While meeting demand and maintaining site performance was essential, Torres also wanted to keep the cost of his IT and cloud infrastructure under control. He had heard about other instances where going into the cloud resulted in significantly higher IT costs.



**Strong migration support.** Because Reebonz was moving its significant infrastructure, which was already up and running, Torres knew his team would require expert support and detailed advice and testing on how to ensure a smooth switchover.

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The benefit of moving to the Joyent Cloud was tremendous. We managed to keep our cost of hosting and cloud infrastructure very minimal while improving speed and performance of our website. As a startup that aspires to dominate the Asia market for online private sales, we made the best decision moving to Joyent.

**Torres Oey,**  
CTO, Reebonz



# REEBONZ

CUSTOMER PROFILE

**Company:** Reebonz


**Segment:** Social Networking, eCommerce

**Location:** Asia-Pacific

### The Solution

Reebonz was strongly attracted to the Joyent Cloud because of its unique ability to accommodate usage spikes by instantly bursting CPU capacity through shared resource pools in the data center. The option of a dedicated software-based Zeus Traffic Manager™ cloud load balancer to manage and shape traffic in order to handle large usage spikes was also extremely interesting to Torres. He worked closely with Joyent Cloud's sales and support team to test Reebonz' new cloud infrastructure intensively before starting to move applications over to the Joyent Cloud. Reebonz deployed over 50 SmartMachines running SmartOS (equivalent to more than 1000 vCPUs) as well as two Zeus Zeus Traffic Manager™ load balancers to support their infrastructure.

 **Seamless Migration to the Joyent Cloud.** Torres was able to quickly migrate Reebonz applications from a managed hosting solution over to a SmartOS architecture on the Joyent Cloud and launch full production applications without a hitch. Joyent's support team provided responsive support and key platform preparation guidance that Torres described as "extremely helpful".

 **Accommodating Very Large Traffic Spikes.** Now that Reebonz is on the Joyent Cloud, it regularly uses the automatic CPU bursting capability inherent to Joyent's SmartOS. This allows for instant vertical scaling to deliver fast Web response times to end-users even in the face of extreme noon-time traffic spikes. Torres also takes comfort in the unique capability of Joyent Cloud to resize Reebonz applications upwards on the fly without requiring any downtime or reboots.

 **Low Cost Cloud Architecture with High Performance.** By migrating to Joyent Cloud, Reebonz was able to reduce their IT infrastructure expenses while simultaneously enhancing performance. This ability to control costs while improvement performance fulfilled a key mandate for Torres and the Reebonz management team.