First Online Jewelry retailer leverages AWS cloud services for consistent site performance and website traffic management

SZUL

Client Business Description

Szul is one of the **first online jewelers** to offer a remarkably wide selection of diamond, gemstone, and pearl jewelry. It is an exclusively Internet-based company which is located in the heart of **Manhattan's diamond district**. It is founded by jewelry industry experts and seasoned internet and e-commerce entrepreneurs.

Company Background

A typical e-Commerce business relies heavily on virtual transactions. These activities prompt the enterprise to build **attractive and heavily featured websites with a database, high-end applications** (both web and mobile), **high storage, and computing capacity** for fast performance, 24/7 availability, and accessibility on every mobile device. Szul wanted to build a website that could easily address all these requirements. Apart from this, **scalability, website traffic, and site performance** were some other challenges for the Manhattan-based online jewelry giant.

How We Helped

Szul approached **BeyondKey cloud experts** to set up **AWS cloud computing services**. To increase the website performance and handle extreme traffic during festivals, we hosted the website on AWS cloud to answer all the problems related to **scalability, backup, site performance, security, and cost-effectiveness**. We chose the following AWS services for Szul:

- **Amazon EC2**

- **Amazon S3**

- **Amazon SES**

- **Amazon S3 Glacier**

Our Solution

BeyondKey analyzed all the circumstances and suggested using AWS cloud computing services to help Szul overcome problems related to server hosting, storage, backup, and security.

Amazon EC2

Allows users to rent virtual computers to run computer applications, like a **virtual private server**. Virtual private servers are very similar in functionality to dedicated physical servers. However, they are more cost efficient and can be booted in minutes rather than having to purchase, install, and deploy a physical server rack.

Amazon S3

Amazon simple storage service or Amazon S3 provides developers and IT teams with saving secure object storage. It's easy to use with its simple web service interface that can be used to **store and retrieve any amount of data at any time** from Amazon EC2 or anywhere on the web. With Amazon S3, you only pay for the storage you use. There is no minimum fee or setup cost.

Amazon SES

Amazon Simple Email Service (SES) is a **cost-effective email service** built on the reliable and scalable infrastructure that Amazon.com developed to serve its own customer base. With Amazon SES, you can send transactional email. AWS helps Szul by providing this capacity at minimal cost. Through this benefit, their workload is decreased and they can focus and built different ideas.

Amazon S3 Glacier

Amazon S3 Glacier is a secure, durable, and extremely low-cost cloud storage service for data archiving and long-term backup. Customers can reliably store large or small amounts of data for as little as $0.004 per gigabyte per month, significant savings compared to on-premises solutions.

Results

Following are a few advantages of deploying AWS services on Szul's website:

Scalability

Szul receives more traffic to their website during the Christmas season. To manage this, we used a **load balancer**. It is very easy to **scale up and down in AWS**. **Amazon EC2 Auto Scaling** helps ensure that you have the correct number of Amazon EC2 instances available to handle the load for your application.

Backup

We used **Amazon S3 Glacier** for backup. It is very secure as well as **cost-effective**. We used to **backup the Database** and complete file system from Server.

Site Performance

We are storing product images on **cloud-based Amazon S3**. Images load much faster from S3 compared to another system, which improves the overall performance of the website.

Cost effective

AWS follows a **"pay as you go" model,** and we only pay for resources we are using. This is more cost-effective than the previous hosting model.