Beat: Technology

THE CLOUD IS SERVING THE E-COMMERCE BY ARUBA CLOUD

LESS RISKS TO E-TAILERS

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USPA NEWS - According to eBay Enterprise study, more than half of American retailers are planning to get their e-commerce infrastructure in the cloud in 2015. So what are the advantages of cloud computing they match the new needs of e-retailers and their customers? The question is all the more crucial.

The question is all the more crucial as, according to INSEE, French traders seem much less see the benefits of cloud computing than their American and European counterparts, with an adoption rate of only 12% in the hexagon against 19 % in Europe.

THE CENTRAL QUESTION OF PEAK LOAD----------

“One of the main benefits of cloud solutions is the optimised management of peak loads. The e-commerce sites may experience traffic peaks for very different reasons: price, punctual media, high impact marketing campaign, etc. It is not uncommon for misconduct rendered unavailable sites have foreseen the rapid increase in their attendance. However, for multi-channel retailers - whose share of sales on the web is becoming increasingly important - and more so for pure players, a victim of its success website is an economic disaster.

A few hours of downtime for a hyper-visibility phase may cause a shortfall equivalent to several weeks of turnover. The viability of a project can play in these critical times, as was the case recently for a pure young player who textiles, quoted on state television to prime time, was almost instantly unavailable and has not benefited very little from this opportunity that could have contributed to sustain its business.“ Concluded Eric Sansonny, CEO of Aruba Cloud

THE FLEXIBILITY OF THE CLOUD AS A PROTECTION----------

“The cloud represents a parade at lower blow against this major risk to e-tailers. It allows them to scale their infrastructure quickly and easily. Where the extension of a physical server can take hours or even days, the demand solutions can increase the capacity of its infrastructure in minutes.

There are APIs to automate this operation as required, so as to simultaneously adjust the consumption of virtual machines to the attendance of its site, thereby ensuring its availability regardless of the level of influx. Protection which are not provided or shared servers - that pose the success of infrastructure on each other or physical servers, unless you are extremely oversized and therefore expensive.“

THE NEEDS OF ONLINE RETAILERS INCREASINGLY VARIABLE----------

“This flexibility of cloud also interested e-merchants who want to deal with most everyday problems. The factors that vary infrastructure needs are becoming more numerous. Each consultation terminal has its own such usage spike in the evening for tablets, the afternoon for desktop computers. The real-time adaptation of dedicated infrastructure allows to save on accommodation costs based on such parameters. But more broadly the need for ever more rapid adaptation to trends, driven by competition, leading players in e-commerce to reassess more frequently their needs.“ explains Eric Sansonny, CEO of Aruba Cloud

Eric Sanonny CEO of Aruba Cloud, gives more explanations about the Cloud computing system friendly used for the e-commerce :“Indeed, the French market alone, there are 157,300 commercial sites, a figure that continues to grow since it was created a new one every half hour. In this highly competitive environment it has become essential to stand out, notably by focusing on the user experience. The design and interface design trends are moving towards increasingly demanding that affect the number of queries to databases. It was ten years ago, displaying a web page could require a dozen requests, today the figure is regularly hundred. The redesigns of e-commerce sites have become more frequent and increasingly demanding in terms of performance, so it is more logical to opt for a flexible solution without power limit that reduces costs in the strict necessary. The cloud also of interest because of its rapid deployment that reduces time-to-market at large-scale development phase. The example Cdiscount is particularly evocative, the French giant e-commerce has expanded in nine emerging countries in less than a year, based on a public cloud solution. In addition to being available very quickly, these virtual infrastructure has enabled it to adapt to demand always difficult to assess precisely when dealing with an entirely new market.

The demand solutions are particularly well suited to the challenges of digital commerce: they can adapt in real-time infrastructure to the needs of actors of e-commerce, providing both continuous availability and reduce costs. They give online shops a great adaptability to trends and enable rapid deployment in new markets. For these practical reasons as well as economic cloud itself as a structural solution for the future of e-commerce.“ Concluded Eric Sansonny, CEO of Aruba Cloud

ABOUT ARUBA

Aruba, IT infrastructure services provider in Cloud mode, is a French company forming part of a European perimeter. Aruba is an independent company with Italian capital building on Aruba SpA, Italian Group leader in many countries for its IT and hosting services, certified mail and domain name registration.
Via its offer Cloud Aruba, Aruba provides the computing power available to businesses of all sizes, whether at national or international level through the European datacenter Aruba network. This offer is based on a French daily 24/7 infrastructure managed by a local team and the latest generation of servers drawing a very robust infrastructure. In virtualisation, Aruba offers one of the most complete offerings on the market, with the support so far of three hypervisors (VMware ESX, Hyper-V, Hyper-V Low Cost). The Cloud Storage Aruba offer is compatible with Amazon S3.
Since November 2014, Aruba Cloud is the official register of .Cloud extension.
Source Aruba Cloud

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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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