

No more crashing sites ... thanks to Combell

Nothing is easier than shopping online: no closing times and your purchases are delivered at home. Vente-Exclusive.com is a Belgian web store that sells deeply discounted big brand products to its members. In order to be able to manage high traffic peaks on the site, Vente-Exclusive.com found a reliable partner in Combell.



Combell was already there two and a half year ago, when Vente-Exclusive.com got started. "Since the beginning, we chose external hosting", says Kim Nuyts from Vente-Exclusive.com. "That was easier, considering that we were just 4 collaborators. In the meantime, the number of employees increased significantly, following the evolution of our web store. Our server park also evolved. In the beginning, we worked with a single dedicated server, which means that we did not have to share the capacity with other customers of Combell.

Now, 12 dedicated servers support our online platform. That is quite a lot, but it was not a luxury if you take into account that, in the meantime, we

reached more than 700.000 members. Our "flash sales" system also creates high traffic peaks on our site. We announce every sale to our members via e-mail. A sale lasts for three to five days and starts at a fixed hour. So, if you want to secure your purchase, you must react quickly!"

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Kim Nuyts

Vente Exclusive.com's ISSUE

As an online store, Vente-Exclusive.com was looking for a flexible hosting partner that grows together with the company and that is able to manage the high traffic peaks on the website.

COMBELL'S SOLUTION

Combell's external hosting on dedicated servers makes it perfectly possible to evolve together with the company and to manage the high traffic peaks on the e-commerce platform. The traffic peaks are spread by load balancers on 2 dedicated servers over 6 web servers, in order for everything to work smoothly. The redundant database server set-up (1 active server whose entire content is synchronously copied on a passive server) secures all the data.

COMBELL'S ASSETS according to Vente-Exclusive.com

Personal contact with customers, despite the company's growth. Passionate and concerned collaborators. Reachable day and night, flexible, good tools.

“Thanks to virtualisation, in case of high traffic peaks, Combell can – so to speak – just add a server”

The traffic policeman

The great challenge for Combell was to be able to cope with these traffic peaks. “We were in search of a flexible solution at a good price”, says Kim. “Our growth process is constantly monitored and adjusted by our engineers and those of Combell. Combell has been giving us advice since the beginning. When it turned out that, due to our extensive growth, the first platform did not provide the necessary performance and stability anymore, we started developing a new platform together with Combell. They even helped us with the hardware design, even though this falls outside the terms of our collaboration.” The great benefit of this dedicated server system is its scalability. “Thanks to virtualisation, in case of high traffic peaks, Combell can – so to speak – just add a server”, adds Kim. Like a traffic policeman, the load balancing technology makes sure that traffic is diverted to the server with the largest capacity. This way, overload is avoided and you do not run the risk that your site will be unavailable.

Combell manages all (virtual) hardware, including the OS. Combell owns the hardware, which allows Vente-Exclusive not to have to constantly invest. In addition, Combell keeps in stock the old servers that are not efficient anymore and provide a new server model to the customer without having to negotiate new contracts. Moreover, Combell also

takes care of all the required upgrades, which again means less trouble and expenses for Vente-Exclusive.com that is not obliged to hire extra staff to perform this work.

Personal support

Kim is also very satisfied with Combell’s support. “With our SLA Pro contract, we are entitled to the highest form of support. That means that we can submit our questions via a unique phone number and e-mail address to a team of engineers who know our set-up inside out and who make it a priority to answer us. This way, we save precious time and it also gives a personal touch to our relationship. The quality of the support is very high.” Kim also thinks the support provided by Combell is very flexible: “The rules that Combell uses in its dedicated hosted plan are quite flexible. If you have a specific question that falls outside the contract, Combell will nonetheless do its best – if possible – to perform the requested change.”

The SLA Pro contract explains all of Combell’s obligations to Vente-Exclusive.com. The contract e.g. guarantees a very short recovery waiting time: if a problem arises, it is solved within the hour! In order to be able to guarantee this service, Combell always makes sure to have the required spare parts in stock, which makes it independent from suppliers.

VENTE EXCLUSIVE.COM'S IDENTIKIT

E-commerce company: web store offering substantial discounts to its members during flash sales (fashion, interior decoration, jewellery and leisure)

2.5 years online, grew in that period from 4 employees to 40 employees

700,000 members, as opposed to 20,000 members in the beginning, 20 million page views per month, about thirty online sales moments per month

Winner of the public award BeCommerce Awards 2010 in the category “Best web shop”

Top brands: Marlies Dekkers, Mexx, Johnny Loco, Cruyff, Buddha to Buddha, Diesel, Patrizia Pepe, Calvin Klein, etc.

GOOD TO KNOW

The best sale was made possible by women

Every flash sale on Vente-Exclusive.com generates high traffic peaks on the site, but the sale of a top brand lingerie set really exceeded all expectations. With 12,000 sets sold in a single day, this small piece of lingerie broke all sales records ever set by Vente-Exclusive.com!

More info about this server solution?
Contact one of our account managers on
0800-8-567890