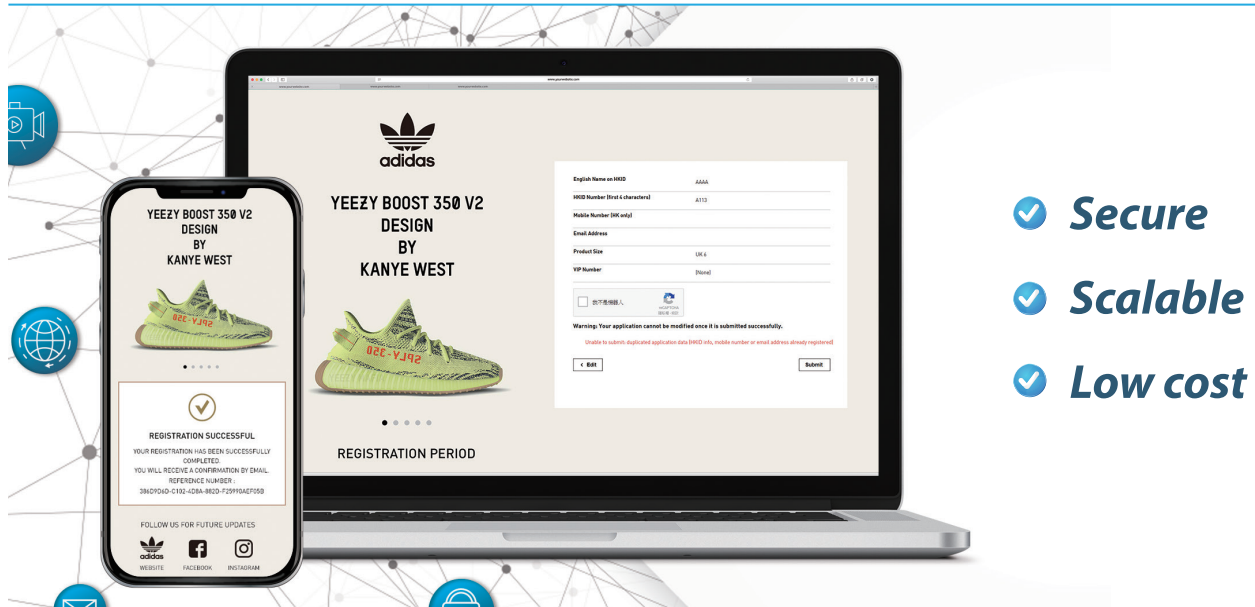


High Traffic Event Website



adidas' Goals

- Build a highly scalable website for launching products
- Maintain world-class shopping experience during registration

Client: adidas
Location: Hong Kong
Segment: Sporting Goods
Website: www.adidas.com.hk

Background

As a global leader of the sneaker industry, adidas is always competing for the attention of customers.

In order to gain the fleeting attention of customers, top sneaker manufacturers need to continually roll out new products. Releasing rare sneakers is a recent trend, as it serves the manufacturers well in the sense that it boosts short-term sales, generates brand exposure, and keeps the customers wanting more.

Anticipating a high volume of traffic for this new product, adidas demanded the website be highly scalable and reliable.

Challenges

adidas places the utmost importance on user experience. It is a key to success in today's customer-centric world. Good products and marketing alone are insufficient. adidas needed a robust website to display product information and, most importantly, let customers reserve for rare shoe purchase.

Anticipating a high influx of traffic for a multiple 2-day periods where registration was open, adidas required a website that was highly reliable and scalable. For a brand of its status, even the slightest compromise on performance could result in significant damage to the brand image.

They needed a trusted team of developers who had the right mix of skills and experience to build such a website, and integrate it with some of their other systems.

Solution

Based on the requirements of adidas, we built a robust infrastructure that was highly scalable, available, and reliable.

Being a central part of adidas' campaign to roll out a series of brand new limited-edition shoes, the event site was designed to be aesthetically clean, yet technically solid for high performance and scalability. We also applied built-in robust failover mechanics to ensure high availability.

Before launch, the site was tested for extreme traffic - hundreds of thousands of visitors and hundreds of form submissions per second, totalling hundreds of thousands of data submissions per hour.

When registration opened, traffic increased to a rate that was even larger than first anticipated; in response, the website automatically scaled up to absorb the extra traffic, with no compromise to user experience. Users were able to browse for product information and complete purchase registration smoothly.

Technologies used

- Architecture integrated with a number of web services on one of the world's leading public cloud services

Fengqi Asia Web Development Solution

- ✓ Architecture built by Fengqi Asia
- ✓ Robust failover
- ✓ Integration with other web services
- ✓ Operation on one of the world's leading public cloud services

Benefits

- ▶ Maximise value with strong return on investment and reasonable pricing model
- ▶ Ensure smooth user experience for users, with testing under extreme traffic - hundreds of thousands of visitors and hundreds of form submissions per second, totalling hundreds of thousands of data submissions per hour.

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Contact a representative today

✉ cloud@fengqi.asia

☎ (Hong Kong) +852 2655 6100
(Mainland China) +86 400 810 8832



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