Woot.com scales using aiCache on the Amazon Cloud

Woot.com chooses aiCache Web Accelerator instances running on the Amazon Web Services EC2 cloud to manage traffic spikes.

Woot.com is a well known online e-tailer, famous for creating the "one day one item sale" business model. Woot's main website offers one discounted product each day, often a piece of computer hardware or an electronic gadget.

Periodically Woot announces a "Woot-Off", a short term frenzied mutation of the product posting procedure. In Woot-Off mode, a new product is launched immediately after the sellout of the previous deal. As the news about Woot-offs goes viral in just few short minutes, traffic to Woot's website spikes to tens of thousands of connections a second. These orders-of-magnitude spikes can overwhelm Woot's datacenter.

Woot.com needed a solution that would not require a massive investment in additional hardware, software and support. The Amazon Web Services business model of pay-as-you-go capacity-on-demand allowed them to meet this requirement without the capital investment. Woot chose aiCache Web Accelerator as a pre-configured instance from the Amazon Solutions Catalog. Woot turned on the instances and moved all traffic to the aiCache accelerators.

Using the flexible caching configuration of the aiCache software, Woot accomplished a caching ratio of 96%. This means that while thousands of requests a second are fulfilled by aiCache, barely any load trickles through to Woot's datacenter.

Woot now uses their load balancer to move all Woot-off traffic from their datacenter to the aiCache instances in the the cloud. Once complete, they scale back the instances on Amazon reducing the cost.

"With less than a day's work total, we were able to configure aiCache for use during Woot-Offs. Our site stays up under the crush, and we've saved quite a bit on hardware purchases and time spent optimizing." said Luke Duff Retail manager at Woot.com

Woot.com was Founded by electronics wholesaler Matt Rutledge Woot debuted on July 12, 2004 quickly becoming one of the Internets most successful sites.

aiCache.com helps Top-tier web sites scale while reducing cost. Discover our mobile aware Web Application Acceleration for the datacenter and Cloud.

aiCache on AWS http://aicache.com/cloud_amazon.html
aiCache Wiki http://wiki.aicache.com