
SEARS HOLDINGS



Communities Infrastructural Requirements

SHC – Communities

☒ Preliminary

☐ Final

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Project Overview

Work Lenz # 6064 - Social: Communities Viewpoints Migration

Convert a third party hosted website to an internal hosted site.

1. Development Overview

1.1 Content

- Blogs
- Articles
- Buying Guides

1.2 User-Generated Content (Question and Answers)

- Ask questions
- Answer questions
- Comment on content
- Vote on content
- Flag content as inappropriate.

1.3 User Management

- SSO
- Profile Integration

1.4 Redirects

- Preserve 301 Redirects from Previous Provider

1.5 Content Administration

- LDAP Authentication

2. Product Overview

2.1 Mission

- To provide an online social support community that replicates in-person interaction and conversation so that customers and prospective customers access information, customer service and expert advice from SHC associates, vendors and fellow members while providing invaluable feedback and customer behavior understanding to SHC.

2.2 Strategy

- Provide an online social support platform
- Strengthen Customer Engagement
- Leverage community feedback and insights

2.3 Objectives

- Deliver Phase 1 release of Communities by End of August 29, 2012 to migrate Communities and Reviews off of the Viewpoints platform.
- Deliver Phase 2 release of additional functionality in two week iterations beginning August 29, 2012 through October 30, 2012.

2.4 Guiding Principles

- To be the leader in online social support communities and delight our customers through every touchpoint.

2.5 For Customers

- Opportunity to connect with SHC, product experts, and enthusiasts in order to ask questions, share advices, and provide feedback
- Chance to be heard, to be helped, and to receive excellent customer care
- Ability to find information through Guides, Articles, Blogs, Videos, etc.

2.6 For SHC

- Obtain a deeper engagement with our customers to create brand ambassadors
- Reduce contact costs through digital interactions
- Drive conversion/sales by influencing, shaping, informing and enabling customer shopping behaviors and buying decisions
- Provide ongoing feedback on our products and marketing initiatives
- Gain valuable UGC which is optimized for SEO and is considered more reliable
- Connect our customers with our brands, products and initiatives, to provide increased customer conversion and in turn increase lifetime value.

What Are We Building?

1. Description

A cluster of servers that will serve as the single endpoint that handles multiple front paths. The server will handle requests from both sears.com/communities and kmart.com/communities. Although the first sites will be the communities, the long-term plan is to add other sites using different URLs in order to suit business needs.

2. URLs

2.1 Existing URLs

- mysears.com - sears owned
- mykmart.com - sears owned

2.2 New URLs

- sears.com/communities
- kmart.com/communities

2.3 Requests

- Exclude Akamai - Do not edge cache sears.com/communities, kmart.com/communities.
- Signed Cert - Can we use the Global Cert?
- Datacenter CH4 - We need to be in CH4 because of the root level URL
- Stateadm - All application server require the 'stateadm' user
- Preferred server namespace: php40X.

Shopping List

1. Production

1.1 www

- 5 VMs (1 Core, 4 GB RAM, 20 GB Hard Drive)

1.2 Storage

- NFS Mount for media (images) 200 GB shared across the cluster
- Ability to scale up to 500 GB

1.3 Utility

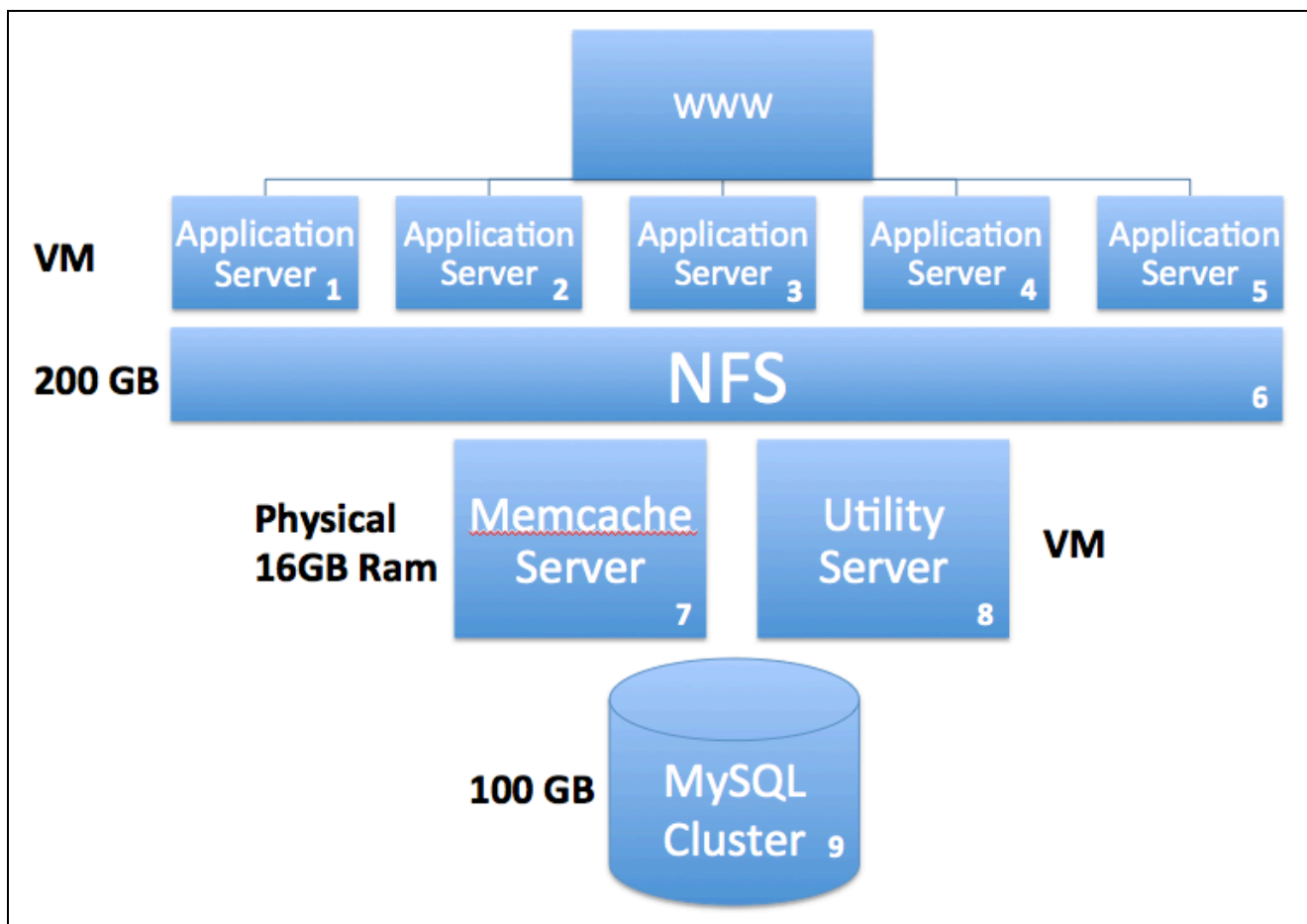
- 1 VM (1 core, 4 GB RAM, 20 GB Hard Drive)
- Standalone server for crons, Responsys and reporting

1.4 Memcache

- 1 physical server 16 GB RAM scale up to 64 GB

1.5 Database

- 100 GB dedicated cluster
- Ability to scale up to 500 GB



2. QA

2.1 www

- 2 VMs (1 Core, 4 GB RAM, 20 GB Hard Drive)

2.2 Storage

- NFS Mount for media (images) 100 GB shared across the cluster
- Ability to scale up to 500 GB

2.3 Utility

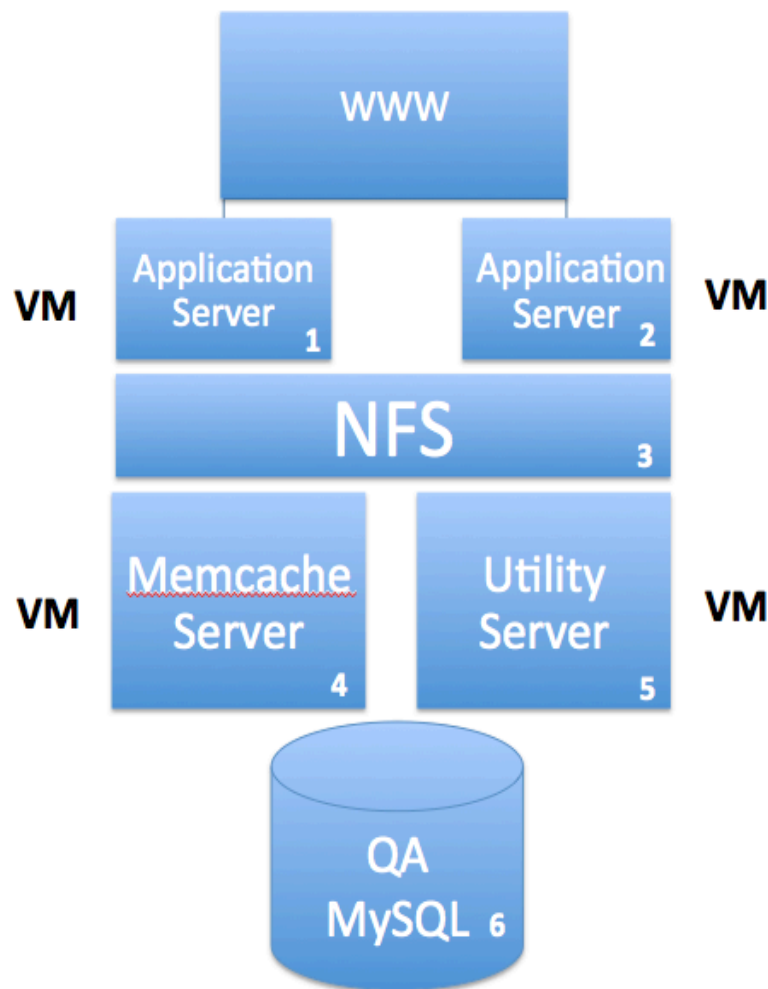
- 1 VM (1 core, 4 GB RAM, 20 GB Hard Drive)
- Standalone server for crons, Responsys and reporting.

2.4 Memcache

- 1 VM (1 Core, 4GB RAM, 20GB Hard Drive)

2.5 Database

- 100 GB QA cluster
- Ability to scale up to 500 GB



Appendix A: Escalation List

- Between load balancer and app we can use the global cert
- Meet with Net Eng. Single end point that can handle multiple front paths.
- One VIP.
- MySQL Cluster instance - store. 100 GB of storage
- Memcache - physical hardware. Need to procure it. ability to increase memory. 16 - 32 GB of RAM.
- 200 GB for NFS
- GB, one chip, 20 GB of disk
- Stateadm access
- Requirements doc - put in the data.
- Database team - Storage team
- WorkLenz - number.
- Monitoring team - escalation information.
- Andy & Brad - profanity filter.

Appendix B: 2011-2012 Traffic Overview

Jan 1, 2011 - Jun 6, 2011 Visitors and Page Views

Site	Visitors	Lower Bound	Page Views
MyKmart Author Rollup	125,356	119,013	250,991
MyKmart Category Rollup	6,314,720	6,009,088	18,295,770
MyKmart Page Type Rollup	6,312,067	6,006,563	17,762,622
MySears Author Rollup	2,022,785	326,275	3,225,509
MySears Category Rollup	10,657,596	4,460,204	29,645,730
MySears Page Type Rollup	10,631,818	4,440,910	28,603,990

Jan 1, 2012 - Jun 6, 2012 Visitors and Page Views

Site	Visitors	Lower Bound	Page Views
MyKmart Author Rollup	4,864	2,213	0
MyKmart Category Rollup	1,655,171	1,499,419	5,161,387
MyKmart Page Type Rollup	1,654,018	1,498,375	4,676,548
MySears Author Rollup	4,864	2,213	0
MySears Category Rollup	3,367,535	1,869,319	11,517,797
MySears Page Type Rollup	3,345,032	1,850,806	10,029,365

Appendix C: Jan 1, 2011 – Dec 31, 2011

Browser Traffic

MyKmart Browser Traffic

	MyKmart Author		MyKmart Cat. Rollup		MyKmart Page Type.	
Browser Name	Visits	%	Visits	%	Visits	%
Internet Explorer	80,561	64.37%	4,503,261	71.45%	4,503,261	71.45%
Firefox	23,243	18.57%	897,476	14.24%	897,476	14.24%
Chrome	11,901	9.51%	449,380	7.13%	449,380	7.13%
Safari	8,282	6.62%	348,319	5.53%	348,319	5.53%
Android Browser	497	0.40%	65,590	1.04%	65,590	1.04%
IE with Chrome	112	0.09%	5,679	0.09%	5,679	0.09%
Opera	326	0.26%	12,064	0.19%	12,064	0.19%
Mozilla Compatible	103	0.08%	15,626	0.25%	15,626	0.25%
Other	133	0.11%	5,094	0.08%	5,094	0.08%
Total	125,158		6,302,489		6,302,489	

MySears Browser Traffic

	MySears Author		MySears Cat. Rollup		MySears Page Type.	
Browser Name	Visits	%	Visits	%	Visits	%
Internet Explorer	974,100	48.30%	5,429,991	51.11%	5,416,540	51.11%
Firefox	458,966	22.76%	2,395,400	22.55%	2,391,403	22.56%
Chrome	225,485	11.18%	1,061,988	10.00%	1,059,570	10.00%
Safari	296,267	14.69%	1,380,010	12.99%	1,375,622	12.98%
Android Browser	31,575	1.57%	193,794	1.82%	192,827	1.82%
IE with Chrome	1,783	0.09%	10,599	0.10%	10,568	0.10%
Opera	9,956	0.49%	39,317	0.37%	39,031	0.37%
Mozilla Compatible	14,854	0.74%	99,189	0.93%	99,056	0.93%
Other	3,601	0.18%	13,913	0.13%	13,883	0.13%
Total	2,016,587		10,624,201		10,598,500	

MyKmart Internet Explorer Traffic						
	MyKmart Author Rollup		MyKmart Cat. Rollup		MyKmart Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
9.0	16,474	20.45%	575,912	12.59%	575,499	12.78%
8.0	53,354	68.23%	3,091,033	68.64%	3,090,377	68.64%
7.0	8,980	11.15%	479,487	10.65%	479,388	10.65%
Other	1,753	0.17%	356,826	8.12%	356,788	7.93%
Total	80,561		4,503,258		4,502,052	

MySears Internet Explorer Traffic						
	MySears Author Rollup		MySears Cat. Rollup		MySears Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
9.0	132,074	13.56%	949,901	17.49%	946,381	17.47%
8.0	655,075	67.25%	3,442,018	63.39%	3,434,040	63.40%
7.0	155,279	15.94%	776,197	14.29%	774,778	14.30%
Other	31,672	3.25%	261,863	4.83%	261,329	4.83%
Total	974,100		5,429,979		5,416,528	

MyKmart Firefox Traffic						
	MyKmart Author Rollup		MyKmart Cat. Rollup		MyKmart Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
3.6.13	3,693	15.89%	129,395	14.42%	129,394	14.42%
4.0.1	2,916	12.55%	85,446	9.52%	85,437	9.52%
5.0	2,659	11.44%	68,786	7.66%	68,777	7.67%
Other	13,975	60.12%	613,849	68.40%	613,536	68.39%
Total	23,243		897,476		897,144	

MySears Firefox Traffic						
	MySears Author Rollup		MySears Cat. Rollup		MySears Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
3.6.13	107,705	23.47%	379,827	15.86%	379,478	15.87%
4.0.1	47,729	10.40%	190,881	7.97%	190,723	7.98%
5.0	44,078	9.60%	168,889	7.05%	168,630	7.05%
Other	259,454	56.53%	1,655,803	69.12%	1,652,572	69.10%
Total	458,966		2,395,400		2,391,403	

Appendix D: Jan 1, 2012 – Jun 6, 2012

Browser Traffic

MyKmart Browser Traffic

	MyKmart Author		MyKmart Cat. Rollup		MyKmart Page Type.	
Browser Name	Visits	%	Visits	%	Visits	%
Internet Explorer	2,120	43.60%	1,088,047	65.82%	1,087,549	65.79%
Firefox	1,101	22.65%	258,743	15.65%	258,627	15.65%
Chrome	970	19.95%	132,498	8.02%	132,391	8.01%
Safari	502	10.32%	109,513	6.62%	109,138	6.60%
Android Browser	139	2.86%	52,781	3.19%	52,768	3.19%
IE with Chrome	8	0.16%	3,145	0.19%	3,144	0.19%
Opera	15	0.31%	2,367	0.14%	2,327	0.14%
Mozilla Compatible	3	0.06%	4,123	0.25%	4,122	0.25%
Other	4	0.08%	1,832	0.11%	1,832	0.11%
Total	4,862		1,653,049		1,651,898	

MySears Browser Traffic

	MySears Author		MySears Cat. Rollup		MySears Page Type.	
Browser Name	Visits	%	Visits	%	Visits	%
Internet Explorer	2,120	43.60%	1,367,984	40.82%	1,358,093	40.80%
Firefox	1,101	22.65%	830,471	24.78%	827,565	24.86%
Chrome	970	19.95%	503,703	15.03%	404,923	12.16%
Safari	502	10.32%	407,290	12.15%	498,814	14.99%
Android Browser	139	2.86%	142,895	4.26%	141,099	4.24%
IE with Chrome	8	0.16%	5,314	0.16%	5,273	0.16%
Opera	15	0.31%	11,074	0.33%	10,836	0.33%
Mozilla Compatible	3	0.06%	69,698	2.08%	69,486	2.09%
Other	4	0.08%	12,686	0.38%	12,645	0.38%
Total	4,862		3,351,115		3,328,734	

MyKmart Internet Explorer Traffic						
	MyKmart Author Rollup		MyKmart Cat. Rollup		MyKmart Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
9.0	876	41.32%	300,111	27.58%	299,935	27.58%
8.0	1,019	48.07%	673,581	61.91%	673,309	61.91%
7.0	219	10.33%	92,629	8.51%	92,596	8.51%
Other	6	0.28%	21,726	2.00%	21,709	2.00%
Total	2,120		1,088,047		1,087,549	

MySears Internet Explorer Traffic						
	MySears Author Rollup		MySears Cat. Rollup		MySears Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
9.0	876	41.32%	606,619	44.34%	602,287	44.35%
8.0	1,019	48.07%	621,861	45.46%	617,271	45.45%
7.0	219	10.33%	126,153	9.22%	125,369	9.23%
Other	6	0.28%	13,351	0.98%	13,166	0.97%
Total	2,120		1,367,984		1,358,093	

MyKmart Firefox Traffic						
	MyKmart Author Rollup		MyKmart Cat. Rollup		MyKmart Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
9.0.1	220	19.98%	112,198	43.36%	112,170	43.37%
12.0	195	17.71%	17,644	6.82%	17,640	6.82%
10.0.2	177	16.08%	27,739	10.72%	27,716	10.72%
11.0	166	15.08%	26,306	10.17%	26,290	10.17%
Other	343	31.15%	74,856	28.93%	74,811	28.93%
Total	1,101		258,743		258,627	

MySears Firefox Traffic						
	MySears Author Rollup		MySears Cat. Rollup		MySears Page Type Roll.	
Version	Visits	Percentage	Visits	Percentage	Visits	Percentage
9.0.1	220	19.98%	310,102	37.34%	309,605	37.41%
12.0	195	17.71%	79,418	9.56%	79,072	9.55%
10.0.2	177	16.08%	108,890	13.11%	108,592	13.12%
11.0	166	15.08%	71,392	8.60%	70,544	8.52%
Other	343	31.15%	260,669	31.39%	259,752	31.39%
Total	1,101		830,471		827,565	