

# VARNISH

Makes Websites Fly

## Dynamic e-commerce site acceleration

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## WHO ARE WE ?



- ③ Maisons du Monde take you on a voyage of discovery to offer you a selection of objects and furniture around the world.
- ③ 16 years old company, started from 1 shop in Bordeaux, now 200+ stores across Europe
- ③ 3000+ employees

- ⊙ E-commerce website started 6 years ago
  - ⊙ Completely outsourced
- ⊙ E-commerce division started 1 year ago
  - ⊙ 20 Internet professionals covering the whole scope of an e-commerce website
- ⊙ Our objectives:
  - ⊙ Double financial results every year for the next 3 years.
  - ⊙ Taking Maisonsdumonde.com into one of the most profitable EU furniture website

## HOW DO WE GET THERE ?



- ⊙ No silver bullet:
  - ⊙ Have good products
  - ⊙ Have a good brand
  - ⊙ Have great customer service
  - ⊙ Have a reliable website
- ⊙ Then drive traffic to your website

BUT....

- ⊙ Driving traffic to a slow website DOES NOT WORK
  - ⊙ Google hates you when you're slow
  - ⊙ If Google hates you, it indexes you less
  - ⊙ If you're less indexed, adwords are more expensive, and you appear less in natural searches
  - ⊙ And most of all, potential customers don't buy if you're slow, specially in our area

- ③ Thought about performance everywhere
  - ③ When we design our product
  - ③ When we code
  - ③ And of course on our infrastructure
- ③ Defined performance KPIs
- ③ Implemented a monitoring tool

## WHAT IS IMPORTANT FOR US?

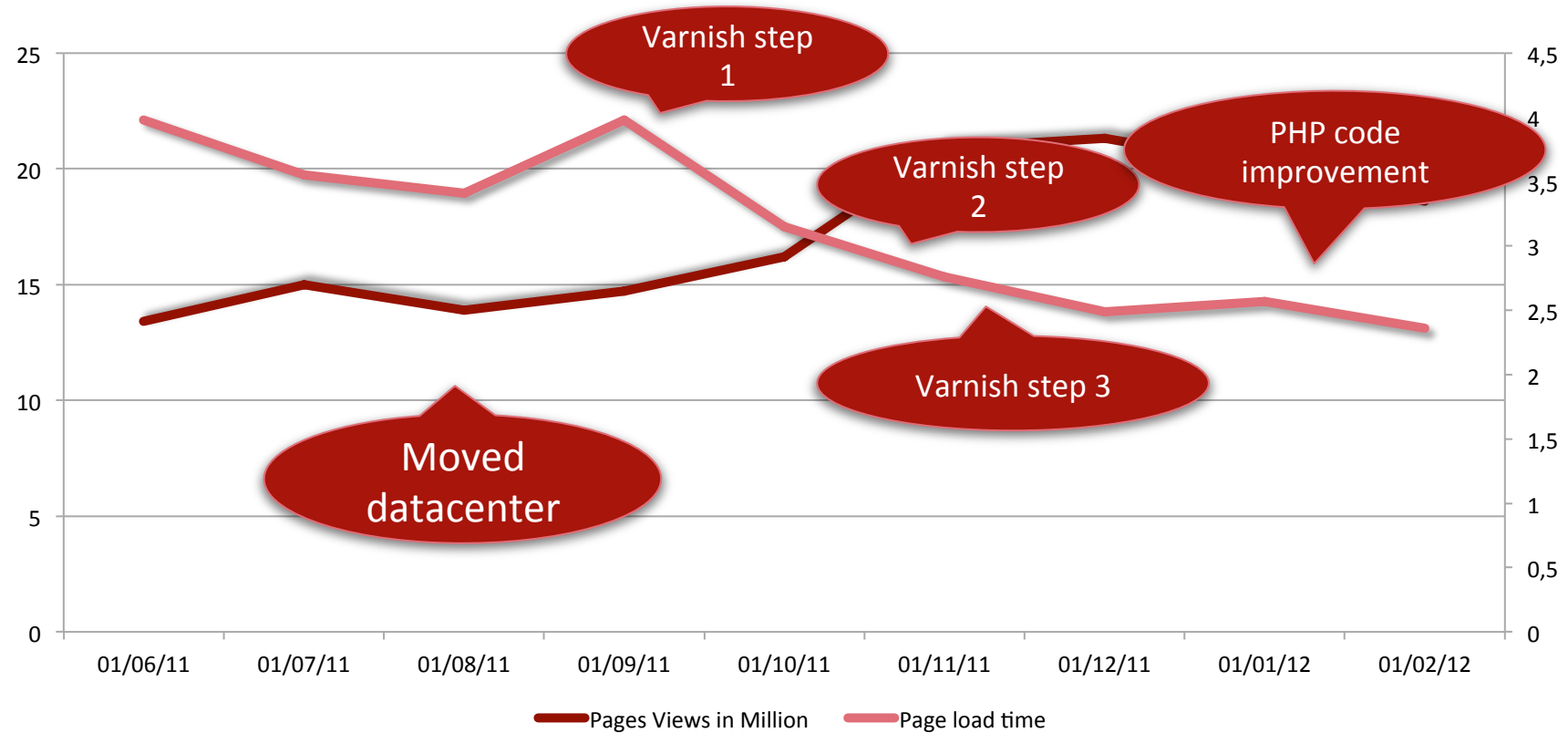


- ③ We quite don't care about raw performance of our PHPs
- ③ We care about website performance from a customer perspective



- ⊙ A custom symfony (php) based e-commerce stack.
- ⊙ Completely virtualized using ganetti + xen
- ⊙ Not in the cloud (yet ?)
- ⊙ Very regular releases ( weekly )

# HOW WE TOOK PAGE LOAD TIME DOWN



- ③ We needed a simple and quick solution to offload our apache servers due to increase in traffic
- ③ We could not implement NGINX/Lighttpd
- ③ We wanted something simple not to jeopardize our environment

Put varnish in front of our HAProxy load-balancers



Static assets are now served via varnish:

- Offloaded our Apache servers w/o code change and light config changes
- Everything goes HTTP/1.1
- 30 % of our content is cached



But can we go further ?


### Caching dynamic HTML content.

- ⦿ Helps performance as it:
  - Offloads Apache / DB and other systems
  - Delivers the page quicker to the customer as it is stored in memory
- ⦿ Nice side effect:
  - We can survive a DB crash, the site still shows up except the personalized part
- ⦿ How we did it


OUR SITE IS STATIC


Qui sommes-nous ? | Nos catalogues | Trouver un magasin | Aide | Nous contacter | Newsletter

 Saisissez un mot-clé ou une référence | [Tout le site](#) 

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








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 490,00 € 	 29,90 € 	 19,90 € 	 14,90 € 

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**INSPIRATION CAHIER DE TENDANCES**  
*Poesie*

Except this



- ③ Use a non-cacheable AJAX request for the dynamic part
- ③ Implement proper HTTP headers so varnish can cache your content
- ③ Do it step by step or you might produce wired results such as caching customer data

### Tuning:

- Scan all your pages to make sure you're sending proper headers
- Understand vary headers specially if you cache content on a browser basis ( as we do)
- Read all docs on varnish
- Normalize as much as possible your requests ( remove GA query parameters for example)
- Ask Varnish Software for help, they offer very good consulting services



- ⊙ Looking into building our own CDN with Varnish
- ⊙ Will probably use varnish as a WAF ( already started )  
<https://github.com/comotion/security.vcl>
- ⊙ Plug our backoffice with Varnish (already started)

- ③ We have a fast and reliable website thanks to Varnish
- ③ We can cope with traffic increases
- ③ We've been able to double our traffic on a year/year basis while reducing our page load time by nearly 60 %

Q & A