LCLOUD

Case study:
Goop.com

CLIENT:

Goop.com

CO-OPERATION WITH THE COMPANY:

Spark Solutions

SERVICE / APPLICATION:

https://shop.goop.com/shop

DESCRIPTION:

e-commerce and publishing industry

FIELD:

commerce, social networks, publishing industry

TAGS:

e-commerce, mobile applications

TIME FRAME OF THE PROJECT:

since 10/06/2016 - now

AWS SERVICES USED FOR THE IMPLEMENTATION:

- AWS ECS
- AMAZON EBS
- CLOUDFORMATION

AUTOMATIZATION OF SERVICES USED BY THE CUSTOMER:

- AUTOMATION
- APPLICATION DEPLOYMENT
- 24/7 MONITORING AND SUPPORT

The challenge

GOOP.com deals in the sale of luxury goods such as exclusive clothes or cosmetics, but also producing and publishing content on a wide range - related to travel, beauty, style etc.

The owner of the business is the well-known Oscar winner - **Gwyneth Paltrow**, who in 2008 decided to bring it to life.

Within a month, goop.com domain is visited by over 1.8 million users.

goop

Goop as the main customer submitted to Spark Solutions with an order from the foundations of e-commerce infrastructure at AWS. The previous one did not meet the client's performance and functional requirements.

Spark Solutions has created a new platform with the intention to implement AWS-based solutions. They chose us as an AWS partner in the Advanced status to carry out this ambitious task.

Challenges that emerged during the project are:

- Designing a highly available and scalable environment without any project documentation.
- Work of Solution Architects, DevOps teams in different time zones - planning of work schedules, contacts, consultations, etc.
- Infrastructure design based on the vision of the Spark Solutions development team.
- Building an AWS / Docker environment that will be fully scalable and highly available, and 24/7 care, preparation of automatic deployment of the AWS application from the Github repository.
- Sharing access with a team of developers.

Applied solutions

On the client side, there was a team of developers familiar with the application logic and Project Manager to contact our team. In turn, our team was composed of: CTO, Project Manager, 2 Solution Architects with AWS Professional certificates, 2 DevOps with AWS Professional certificates, supporting SysOps with AWS Associate certificate and data security expert.

Bearing in mind the requirements of the client, we decided to carry out the project in the following stages: together with the developer and client, we outlined the scope of the project in detail and we got to know the expectations of all parties. Then we proceeded to recommend solutions at the architecting level. We have chosen additional AWS services and Lcloud solutions for the entire architecture. We tested the whole as PoC. After successful completion of this phase, implementation, environmental tests and performance tests took place. When we got positive results, we implemented the entire solution for production, we finally tested and now we care about development and maintain the entire infrastructure and environment.

Used technologies:

AWS Lambda

AWS Elastic Beanstalk

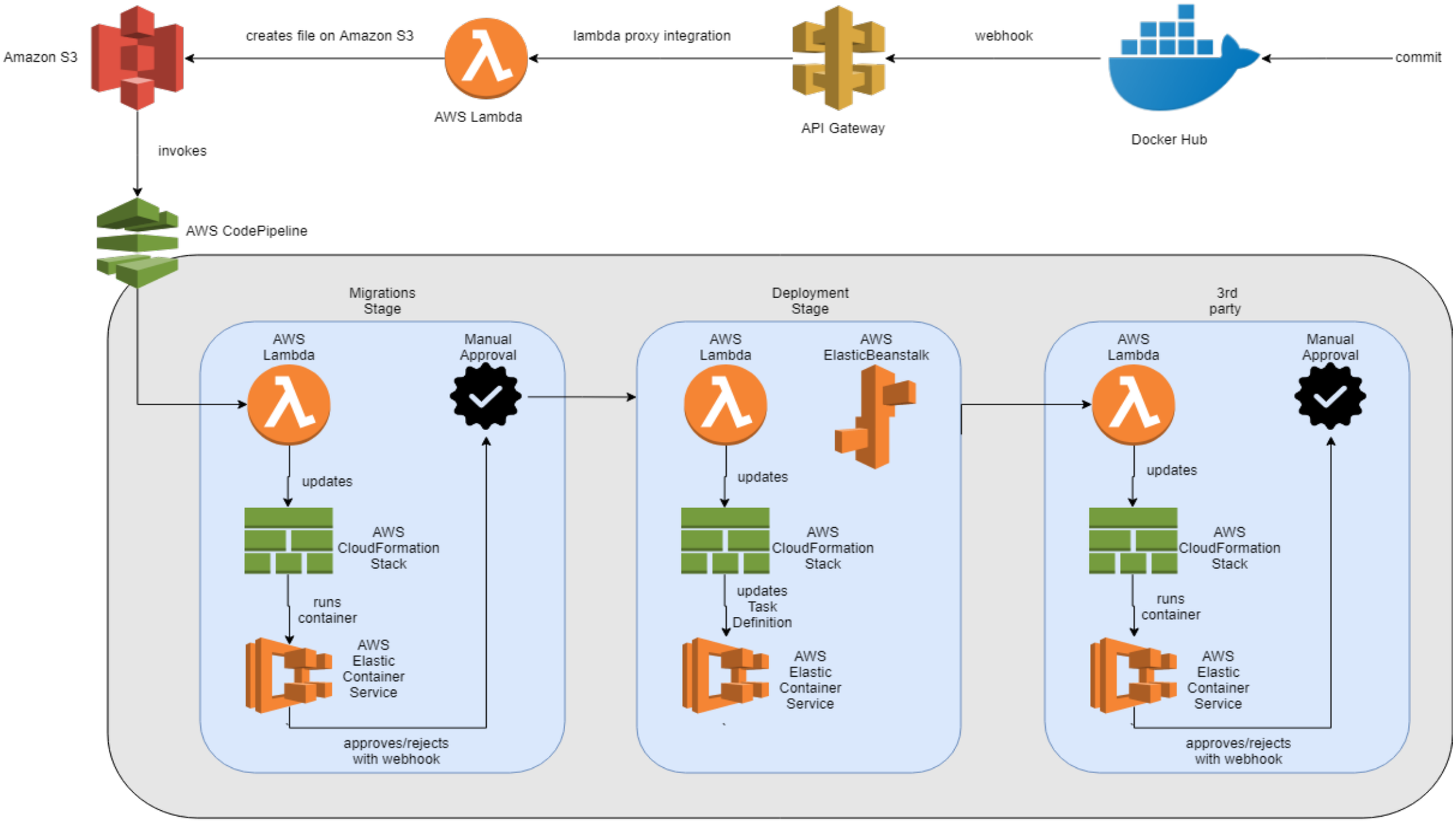
AWS CloudFormation

Amazon Elastic
Container Service

Amazon S3

Amazon API Gateway

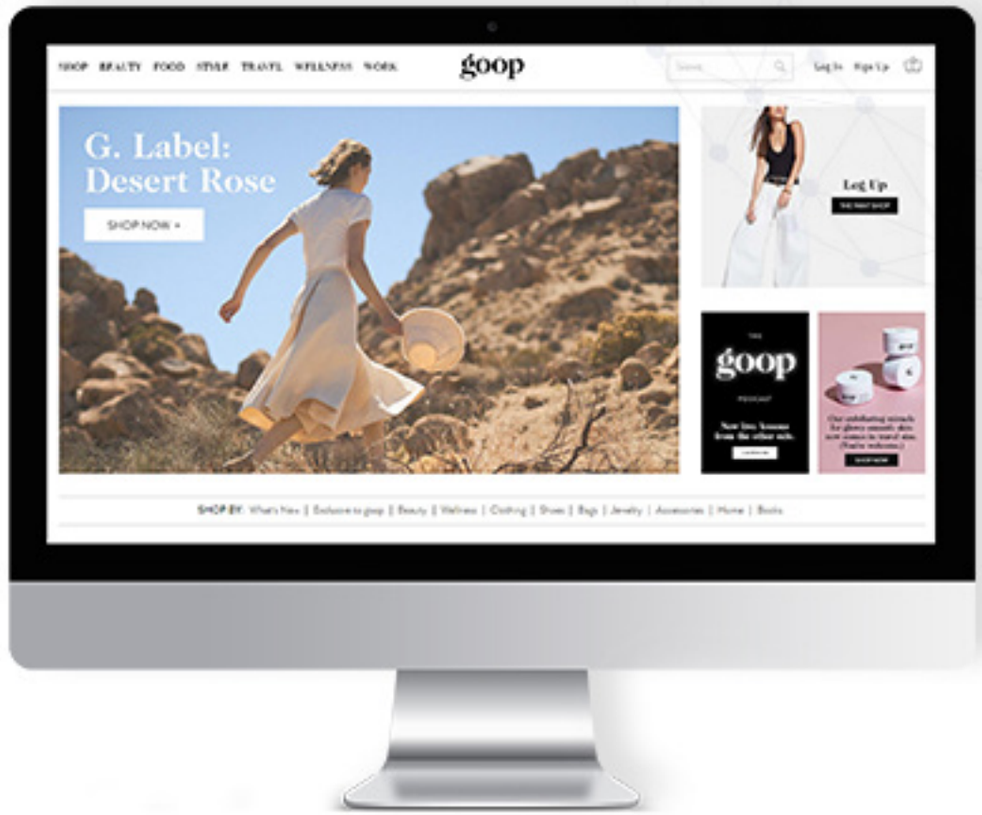
Project infrastructure:



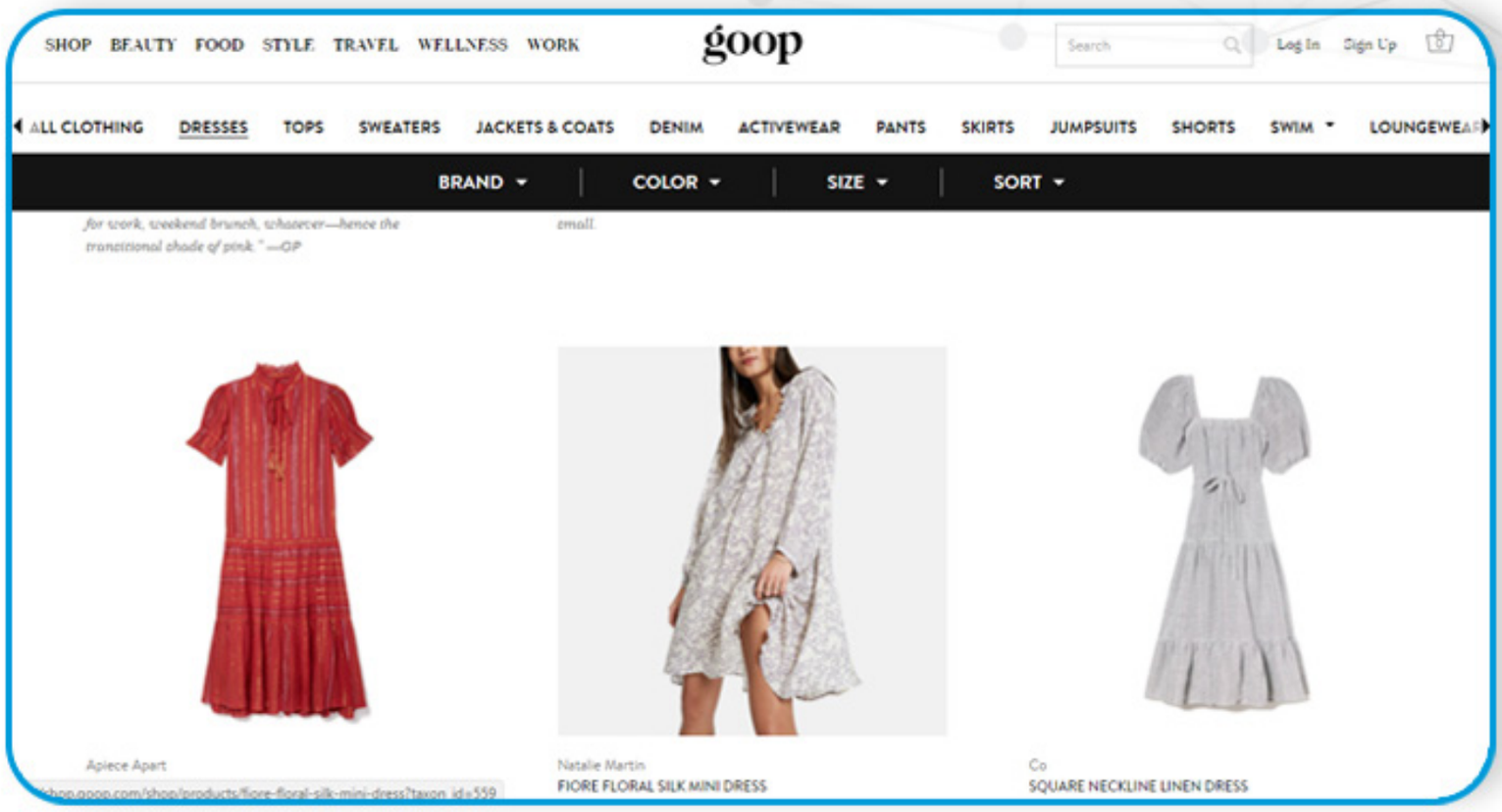
A diagram of infrastructure and AWS services used in the **goop.com** project

Achieved results

The implemented solutions allowed for a **significant reduction of the costs of maintaining the environment, increasing its level of monitoring and security as well as streamlining and automating the process of resource migration** (thanks to Docker technology). The result is an effective and fast launch of the new structure and increase the capabilities of the designed infrastructure.



We paid a lot of attention to security. **The project was carried out in accordance with AWS Security Best Practice and Risk and Compliance Whitepaper.** Which, in turn, obligated us, among other things, to implement Security Group Rules and hierarchical ones network topology, the use of CNAME entries instead of A records, or systematic testing of patching and updating versions as well as numerous detailed AWS recommendations. All this to get the highest level of reliability of the solution.



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