SOLUTION BRIEF

The Dangers of DIY Cloud

The compelling business case for Managed Cloud Delivery

Background

The argument as to whether or not the public cloud is the natural home for ecommerce is over, and the cloud won.

Merchants making the move to the cloud must now decide whether or not to go the do-it-yourself (DIY) route, managing their own cloud infrastructure with an in-house team, or employing the services of a provider who specializes in managing cloud infrastructure on behalf of their customers. In this document we'll explore the challenges of:

DIY – Complete Control, At a Cost

You don't have to spend money on a provider

The two biggest reasons merchants choose the DIY approach

You have total control over your cloud hosting and application lifecycle

However, successful DIY deployments require experienced IT experts with the skill set and training to manage complex infrastructure, a multitude of integrations, not to mention the ecommerce application expertise to tie it all together. You will be entirely responsible for knowing how to leverage the immense resources of the public cloud – tools, services, and add-on solutions. You will have a la carte/bundled security and performance optimization products, potentially priced at a high premium. Above all, the organizational leadership will require considerable bandwidth to focus on cloud strategy, as much as the core business strategy needed to be successful as an online business. These distractions can make the cost savings of DIY more a perception than a reality.

"The transition to AWS, was quick and easy. Webscale has been outstanding with communication. Their prompt responses to issues and corrective actions have been the best we have had from any provider." **– REEDS Family Outdoor Outfitters**

When it comes to support, your cloud provider will not have any application-specific expertise, so support tickets may take time to resolve and your customer experience may be impacted.

In short, monitoring traffic and security incidents, backups and disaster recovery, tracking compliance, scaling and optimizing your cloud infrastructure as your business grows, and of course, keeping your web applications patched and secure – both the procurement of these tools and their management will fall on your shoulders.

Critical questions to ask yourself

Before deciding to embark on the DIY track, you need to ask yourself:

Does my business have a dedicated IT team of cloud experts? Do they require training on the public cloud? How long would it take to train them and how much will it cost?

As the business grows, what if we develop a need to have applications in different public clouds? How do I decide which solutions to procure for enhanced security and performance?

If technical support is not as responsive as the business would like it to be, who can offer timely help?

Choosing the right cloud provider – typically AWS, Google Cloud Platform (GCP) or Microsoft Azure – requires experience and in-depth knowledge of their computing, storage, security, database services, pricing model, bundling, and more. Many merchants may struggle to decide which is best suited to their business, opting simply for the best brand and most popular among their peers.

Once you have decided on your public cloud provider, migrating your application is not an overnight exercise. It requires careful planning and resources to avoid unplanned downtime and loss of revenue and reputation. Depending on the complexity of your web applications, migration can face numerous obstacles and consume both time and resources.

If this all sounds challenging, it's because it is, and while many enterprise-class ecommerce brands, with resources and budget to allocate, have been successful, small to midsize merchants are more likely to employ the services of a cloud delivery partner.

"Since moving into the cloud with Webscale, we've seen our site's performance and reliability increase exponentially. We are very pleased with the quality of hosting they are providing." **– Pacific Stereo**

The Right Cloud Delivery Partner Can Do It All

If you choose to work with a managed cloud delivery provider, it all goes away. A cloud-agnostic provider, able to deploy anywhere, can recommend a cloud provider based on your specific needs, geographies and so on, as well as provide you with the day to day management and support of every piece of your cloud infrastructure.

It's what Webscale does for thousands of ecommerce storefronts, across many cloud providers, in more than 12 countries. Our customers get to focus on nothing but growing their business, while we take care of the rest.

The Webscale Advantage

Webscale advantage	Customer benefit
Thousands of ecommerce storefronts migrated	Vertical and application expertise
Automated cloud migration	Avoids human errors, faster time to revenue (go-live in days)
Predictive auto-scaling, disaster recovery solutions	Fault resilient architecture and High Application (HA) uptime
Improved Core Web Vitals with CloudEDGE CDN	Increased revenue and conversion rates
End-to-end 360-degree security with CloudEDGE Security	Protects infrastructure and traffic from an evolving myriad of cyber threats
Always right-sized architecture + economies of scale	Lower cost
Easy to use, single pane, multi-cloud observability	Simple setup and maintenance; informed decision making that's proactive, and not reactive
Highly automated, machine learning-based decisions	Resolves critical problems in system time, not people time
24x7x365 proactive support, with SLAs	Fastest time to resolution
No 3rd party tie-ins; Ecommerce platform, CDN and Cloud agnostic	Ultimate flexibility – "Do what is right for the customer"
Single purpose built in-house integrated SaaS platform	Improved TCO
Custom-built architecture for headless and PWA environments	Faster time to market and blazing-fast page loads, and imporved Lighthouse scores

The Webscale platform meets the current and future needs of modern commerce businesses, whatever their choice of ecommerce platform, architecture or cloud provider, while addressing every parameter of customer experience, be it uptime, security or performance.

Observability into your infrastructure is an additional consideration that is often overlooked. Few traditional hosting providers offer a comprehensive view into the health of a digital business (traffic, sources, conversions, etc.), hosting infrastructure and user experience, which includes everything from event logs to uptime, performance, and security. There are many tools out there to collect this data, but only the **Webscale Portal** replaces them all, in a single pane of glass.

"Webscale made our move to the cloud effortless and continues to offer amazing customer service with quick responses to all of our questions." **– Big Dot Of Happiness**

The portal is especially useful with Google's Core Web Vitals now applying a more stringent assessment of website performance, in order to more prominently rank those websites that meet the standard. **Webscale CloudEDGE CDN** has been designed to enable modern commerce websites, with hundreds of product images and global customers, to deliver industry-beating Core Web Vitals, as well as additional services around observability, security, and delivery of headless frontends and PWA environments.

Based on the Webscale CloudEDGE platform, CloudEDGE CDN accelerates page load times by selectively caching static assets and utilizing pre-deployed Webscale code at edge nodes closest to the requester, for tasks such as image optimization, or security against carding attacks. This reduces latency while offering deep application insight and observability, with real-time logging and flexible security policy controls.

"The maturity of Webscale is impossible to imagine till you experience it. We saw that and more come alive in just 6 business days when you migrated us off Alpha Hosting." **– Enviro Safety Products**

New code deployments are automatically tested and deployed at Webscale global edge locations without any IT or DevOps constraints around the provisioning, scaling, or management of origin servers.

Choosing between DIY and the services of a cloud delivery provider is one of the most critical business decisions an ecommerce merchant can make. So don't make it alone. Reach out to us at **info@webscale.com,** or to your digital agency, if you need guidance in choosing the right public cloud provider and/or the right vendor to handle the migration and ongoing management of your ecommerce storefront in the cloud.