



**rackspace**

Customer Case Study – Online Retail

# Spiraledge adapts to market shifts and maximizes customer satisfaction

Real-time scalability and analytics available through Google Cloud Platform help this living-well retailer build a healthy bottom line.

## Our customer

Spiraledge is a health and ecommerce company in the online retail, activity tracking and farm management spaces.

## The obstacles they faced

The online retailer needed to improve scalability, performance and agility to reduce the risk of unpredictable traffic causing outages or bad customer experiences.

## How we helped

Business/IT Transformation; Managed Public Cloud - Google Cloud Platform; Professional Services – Migration; Uptime – SRE/CRE

## What we achieved together

After completing a 13TB migration, its new Google Cloud Platform is more responsive to traffic spikes and has increased key business results from R&D platform innovations.





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**John Anthony**  
Chief Information Officer,  
Spiraledge

## Wellness retailer evaluates infrastructure health

Online retail company Spiraledge taps into the health-related products and services market via its brands and properties. Their brands include ecommerce sites, SwimOutlet and YogaOutlet; a swimming exercise tracking platform called Swim.com and Tend, their diversified farm management platform. From food quality and transparency to physical wellness as part of an active lifestyle, Spiraledge is focused on healthy living. All of its brands help drive the daily work and larger mission of Spiraledge.

As a growing company, Spiraledge sought to improve its scalability to better respond to changing demands. Traffic for Spiraledge ecommerce properties regularly spiked during summer and the holidays, the peak buying seasons for yoga and swimming equipment. When Spiraledge planned to migrate from its legacy backend systems, performance and agility to manage those spikes were major factors in evaluating a new environment.

“One of the key things we wanted was the ability to scale infrastructure based on seasonality,” says John Anthony, Chief Information Officer at Spiraledge. “Having to plan out issues such as server allocations

weeks in advance made it difficult to quickly and effectively respond to fluctuating infrastructure and traffic conditions.”

## Meeting Challenges with Strong Partnerships

By migrating to Google Cloud Platform (GCP) and working with Google Cloud Premier Partner Rackspace, Spiraledge can now solve these challenges. From real-time scalability to accessing analytics, Google Cloud Platform lets Spiraledge take complete control over its infrastructure and tailor it to maximize customer satisfaction.

“Without Google Cloud Platform, it would be difficult to build and invest in the applications we need to respond to changing customer and infrastructure workloads,” Anthony said. “Within our properties, Google has changed how we manage the seasonal needs of our businesses.”

“Every month, we’re seeing Google make significant investments into Google Cloud Platform,” Anthony explained. “The platform gives us the ability to adjust based on business demands and we can proactively solve challenges instead of simply responding to them once they become problems.”

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alongside [Cloud Dataflow](#) to run forecasts on its sales velocity, pricing and inventory needs. Post-migration, the company has seen a 70% improvement in its ability to forecast customer demand.

“As a leading managed services provider, Rackspace has been an important partner for us to lean on when solving technical problems,” Anthony shared. “Whether it’s managing tooling or optimizing instances, Rackspace helps us fully utilize the breadth of Google Cloud Platform. I don’t think we could have moved to Google without collaborating with Rackspace.”

## Providing a healthy foundation

By migrating to Google Cloud, Spiraledge combines improved infrastructure performance with the ability to identify and solve problems that could cause potential downtime.

In one past scenario, Spiraledge launched a new firewall feature that caused a data pipeline issue with a partner. Spiraledge had the partner send over files as a temporary workaround. Initially, the packages were large enough to potentially take down the Spiraledge platform every hour. On GCP, Spiraledge quickly scaled up its compute, database and instance capacity to handle high-volume workloads without the risk of platform downtime.

“Moving to Google Cloud Platform gave us the modern cloud-based infrastructure and scalability we needed,” Anthony said. “We’re making our systems a lot more robust, putting Spiraledge in a better position. The services available on Google Cloud Platform give us a path to further boost platform scalability to better serve customers and have a positive impact on business outcomes.”

## Maximizing cloud resources

Rackspace was an invaluable partner for Spiraledge throughout the entire migration process, helping the retail company design its architecture and actively working alongside company staff on its deployment day. It needed to move 13TB of data with less than four hours of downtime – the migration was completed on time with no deployment issues. That success led Spiraledge to continue working with Rackspace on its [Customer Reliability Engineering workshops](#), which helped educate the company on ways to optimize GCP and build its post-migration architecture around retail and customer needs.

Regular support from Rackspace helped unlock the potential of GCP for Spiraledge. Rackspace support streamlines environment management via descriptor files and the company has seen an increase in research projects that drive future engineering and platform innovations. For its enterprise resource planning applications, Spiraledge currently spins up thousands of temporary instances per month and uses them

## About Rackspace

Rackspace is modernizing IT in today’s multi-cloud world. By delivering IT-as-a-service, we help customers of all industries, sizes and locations realize the power of digital transformation without the complexity and expense of managing it on their own. Our comprehensive portfolio of managed services across applications, data, security and infrastructure on the world’s leading public and private cloud platforms enables us to provide unbiased expertise. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call **1-800-961-2888**.

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