ebebek

Anne ilgisi, uzman bilgisi

This Is How ebebek Decreased Its TTFB By Over **60%** Using Medianova's Solution **Aksela**

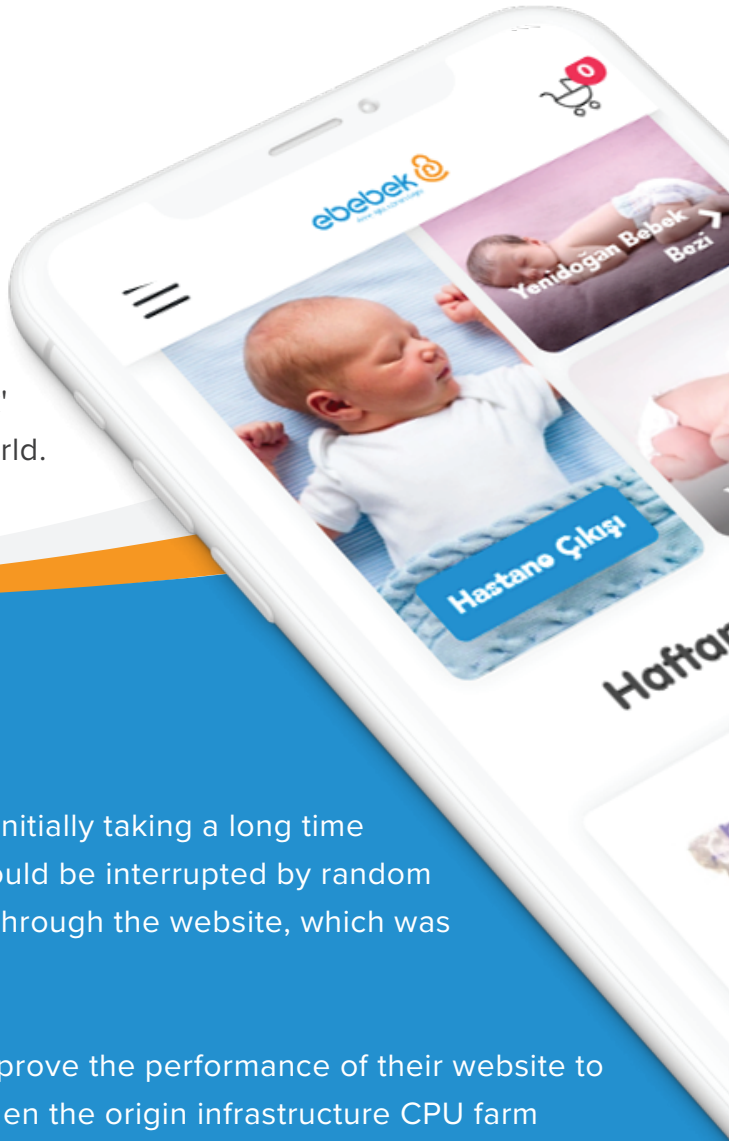
MEDIANOVA

About ebebek

ebebek is a website and chain of stores that cover all the needs of the mother and the baby, starting from the prenatal period until 4 years old; with quality products, friendly staff, high service standards, and affordable prices. ebebek also provides unlimited information and after-sales support 24 hours a day. ebebek Focuses on Two Sales Channels:

- E-Commerce
- Retail

ebebek's **e-commerce website ebebek.com** is Turkey's **first online store in baby products**. Following the success of its website, ebebek has switched to physical merchandising by applying a 'click to brick' business model that is quite rare in the world.



Challenge

ebebek's website www.e-bebek.com was initially taking a long time to open and load. Occasionally, visitors would be interrupted by random white pages while opening and browsing through the website, which was resulting in a poor user experience.

ebebek's management team wanted to improve the performance of their website to better serve their end-users, especially when the origin infrastructure CPU farm (Central Processing Unit) usage has started to increase to 80-90%.

At that time, ebebek was using one of the world's leading CDN's platform but that didn't seem to help much. Even worse, since the solution they opted for did not include micro-caching, the website was completely unfunctional when the origin servers of the site were having downtime.

Solution

After it became clear to ebebek that it was time to look for an alternative, they have decided to opt for Medianova CDN. As a way out, Medianova offered **Aksela** for dynamic website acceleration for ebebek's website and the **API caching** solution for ebebek's mobile application.

Aksela is, in fact, a micro-caching website acceleration tool developed by Medianova, which aims to speed up the performance of a website by caching the static and dynamic content in a distributed manner and serving it to the end-users from the closest locations.

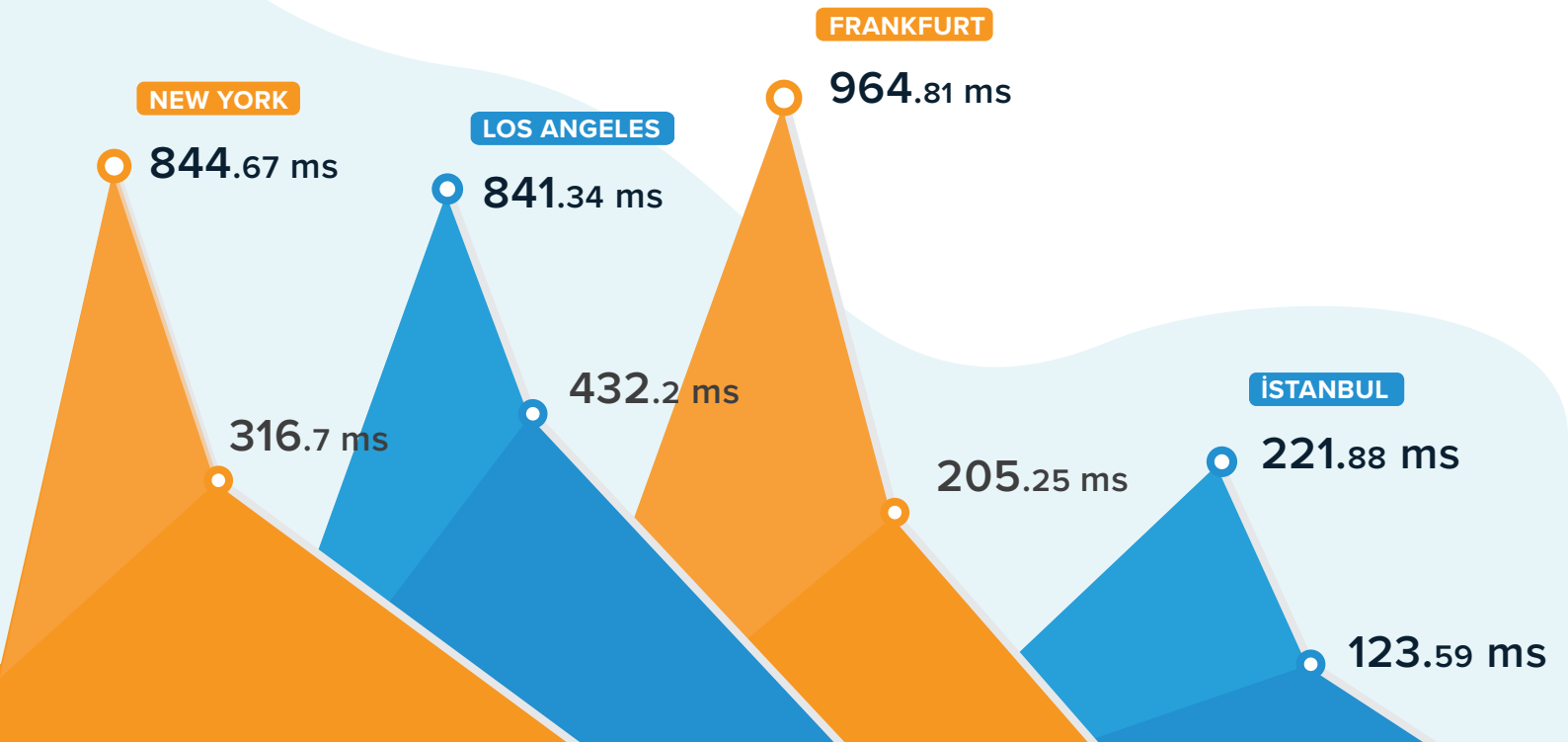
Medianova's **API Caching Platform**, on the other hand, is a seamless platform to accelerate the API performance through caching it in multiple edge servers around the globe.

Results

After switching to Medianova's dynamic caching platform Aksela, e-bebek's website and mobile application started to noticeably open and run faster. With TTFB dropping by over 60%

The CPU usage of the origin servers decreased by **63%.**

	BEFORE	AFTER
FRANKFURT	964.81 ms	205.25 ms
ATLANTA	1.08 s	357.99 ms
LOS ANGELES	841.34 ms	432.2 ms
NEW YORK	844.67 ms	316.7 ms
TORONTO	748.52 ms	345.98 ms
LONDON	270.15 ms	174.23 ms
AMSTERDAM	276.39 ms	200.38 ms
SINGAPORE	1.58 s	474.61 ms
PARIS	308.86 ms	167.89 ms
ISTANBUL	211.88 ms	123.59 ms



Since Medianova's dynamic caching platform **Aksela** provides the **micro-caching service**, even if ebebek's origin servers are down, the customers can still browse through the cached pages on the site, because unlike before, the website is now unaffected by any possible collapse of the origin servers.

Distributed Cloud

- **Distributed API, HTML and dynamic code caching service**
- **Accelerate mobile app and services via API caching**
- **Attack mitigation using Anycast BGP protocol at DNS level**
- **Free up origin hardware and license resources**

Alper Tekin

Information Technologies Director

We were facing some troubles with our website and mobile application, and unfortunately, the solution of our previous CDN provider didn't seem to help much. Luckily, after being introduced to Medianova's CDN technologies like Aksela, we realized that their solutions for both the website and the app were more suitable, and the performance data was confirming this. Now we can certainly say that our TTFB and CPU usage decreased drastically and that the user experience we provide to our shoppers is much better.