Fast Impressions Count

I WANT FABRIC
.COM
QUALITY TEXTILES - HONESTLY PRICED

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Challenge and background

I Want Fabric run an established and successful retail fabric outlet, online store and craft centre, specialising in quality textiles from pure wools to velvet.

As a modern, agile business, retaining the values and heritage of previous eras, they are bringing the textile trade into the 21st century with progressive and advanced technologies and approaches.

Their online presence centres on a Magento 2 eCommerce site, running on a bespoke hosting solution.

During the first UK lockdown in 2020, as the COVID pandemic gripped the world, their online store saw a 100% increase in traffic in a short period of time. With so many people confined to their homes, and their craft and retail outlets closed, this increased the importance of their online presence significantly. They approached us to provide a solution that would cater to the new levels of potential customers reaching their website.

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Approach/ Solution

Prior to this increase in traffic, Nublue had already worked with I Want Fabric to improve and build upon their current site and solution where possible.

We assisted with the integration of Elasticsearch, to improve the speed and delivery of onsite searches - a vital and resource-intensive component of a Magento store.

We also worked with them to identify optimised resource upgrades for their platform to meet their specific needs. Further to this we integrated their site with Redis caching, to maximise the benefits of the increased resources and further improve site performance.

When the traffic increased, we quickly worked with I Want Fabric to provide an automatically scalable, Amazon Web Service based, Cloud clustered solution. This solution achieves several key points for them:

01

The provision of a scalable, automated solution allows additional front end resources to be brought online or reduced again in accordance with the needs of a website. This significantly improves the service offered to websites that have large variations in visitor numbers.

02

Specific services are run from tailored components within a clustered solution, rather than hosting multiple services from one instance or server. For example, the database service is provided from separate instances to the front-end services that deliver the PHP content; and media content is shared among all scaling instances - reducing the time to bring new resources online and increase product update speeds.

03

Implementing a distributed and optimised application has provided I Want Fabric with the tools to support the increase in traffic demands with minimal additional effort.

By intelligently load balancing and distributing traffic, and by auto-scaling resources, I Want Fabric is now able to provide a responsive user experience to their increased number of visitors, ensuring that their site performs at a high standard.

Approach/Solution

Outcome/additional information.

Technologies used

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Magento™ 2.0
Open Source eCommerce

NGINX

php

MariaDB

elasticsearch

redis

VARNISH
SOFTWARE

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19%

I Want Fabric have currently achieved a 19% increase in page views YOY 2019/20 to 2020/21 with improvements across the board in users, sessions and session duration. Additionally their bounce rate has dropped by 56%.

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100%

Traffic increased by 100% on average during the first lockdown. These levels have been sustained throughout 2021, so the solution and the site are retaining and delivering for this 'new normal'. The solution has played a part in both catering for the increased traffic and retaining it through the pandemic recovery periods we have seen since.

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Don't just take our word for it...

"Working with Nublue we have a hosting partner that understands the growth journey I Want Fabric is on and knows how to tailor and manage our hosting infrastructure to ensure we can service our customers no matter how busy our store gets. As a rapidly growing eCommerce store I Want Fabric needs a partner that understands eCommerce, Magento and getting the best out of these technologies through tailored hosting infrastructure. In Nublue we have that partner."

Jaime - Ecommerce Manager - I Want Fabric

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Let's Talk

Discuss your needs with an expert - Call 0800 033 7074

Working with established brands to deliver:

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High Traffic Magento Hosting.

Bespoke Application Hosting.

Enterprise Wordpress Management.

Professional AWS Cloud Migrations.

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RIPE NCC
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aws partner network

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