



Managed Growth Experts



Performance. Security. DevOps.

Challenge and background

Maze Living is the largest stockist of Maze furniture in the UK and has been a driving force in the outdoor furniture industry since 2008.

Maze Living's site was built with Magento, using Adobe's Cloud Commerce platform. Their traffic increased significantly towards the end of the first UK COVID lockdown in 2020. Approaching Nublue, they required a hosting solution that would provide fast response times, reliability, and that would establish a platform for future growth. They also wanted a partner to assist with the migration to a hosted Magento, and integrating the latest technologies to their site.





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Approach/ Solution

Nublue and Maze Living engaged in a series of meetings so that we could fully understand their business requirements, budget, and time frames. We proposed a tailored, clustered setup, built upon Amazon's Web Services (AWS).

Intelligently routing traffic via load balancers, we provided an autoscaling front-end solution, running nginx and apache web servers, as well as Varnish for super-fast caching.

With additional caching handled via a separate Redis instance, we also provided separate instances for the Database, the Magento admin area, and Elastic Search - maximising performance with specific components for each function.

Maze Living also utilises shared media storage for the front-ends, and staging environments for testing and deployment purposes.



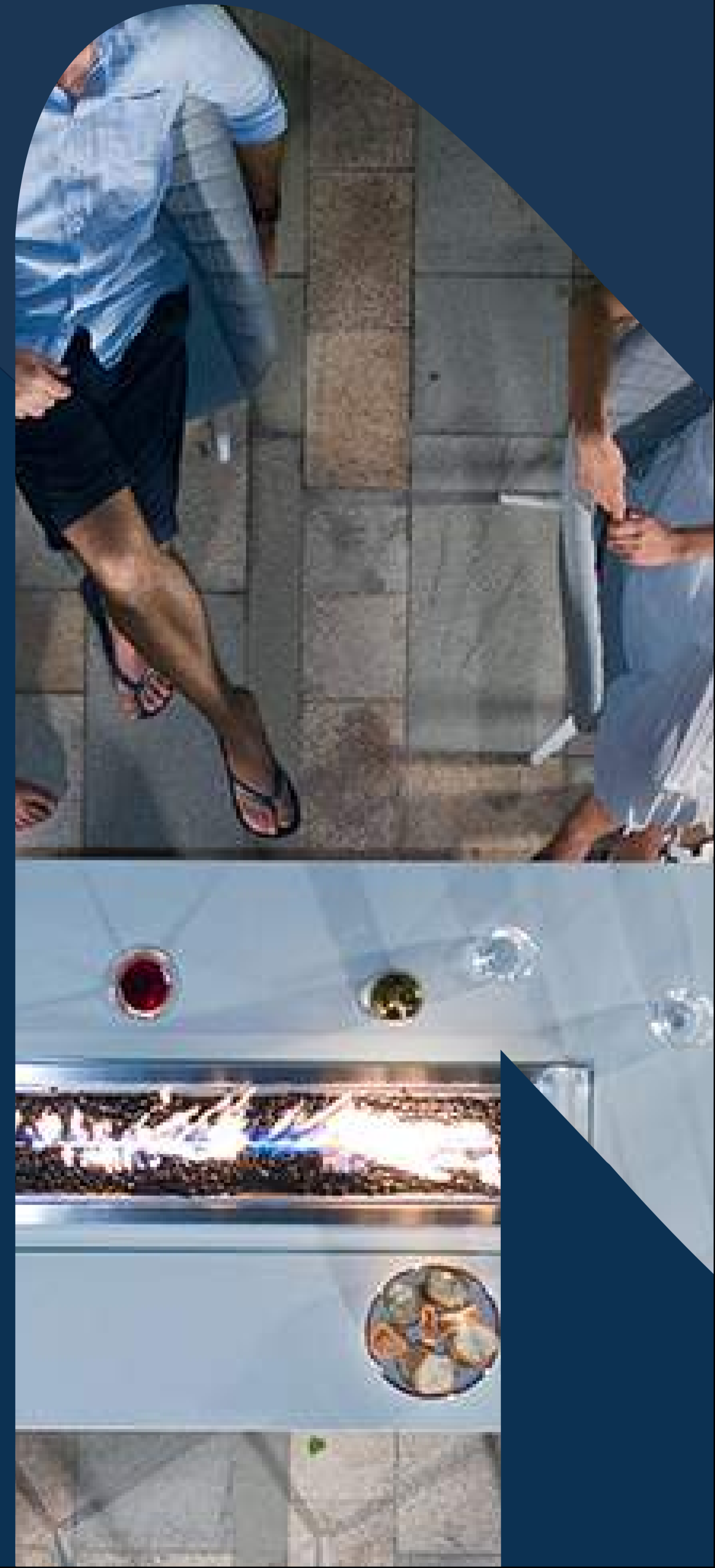


**Outcome/additional
information.**

01

Outcome/additional information

The AWS hosting solution responds dynamically to changes in visitor numbers, by bringing additional front-end resources when required - and reducing them again if they are no longer needed. An automated, responsive solution that scales according to need provides a significantly better service, especially for websites with large variations in visitor numbers.



02

Outcome/additional information

One of the benefits of providing a cluster, is that we can utilise specific components that are optimised for specific services - instead of a multi-purpose single server or instance. For instance, we can use instances that are ideal for database operations and configured purely to benefit these types of queries and usage, increasing performance and capacity.

Other examples would be separating the admin component of a Magento site from the rest of the live site, or sharing media assets between all front ends to reduce the time it takes for updates and new auto-scaling instances to be visible.



03

Outcome/additional information

Following the successful move to our platform, the site provides a fast and responsive experience to a significantly increased number of visitors.

With distributed, optimised components and services, intelligent load balancing of requests and users, and automatically scaling resources, the move has been a great success. Scaling capacity also means there is additional resource waiting to be utilised automatically as and when Maze Living's online business expands further.



04

Key functionality from the Cloud Commerce platform was reproduced, and extended through our working relationship with Maze Living and their development teams.

Outcome/additional information



Technologies used

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4x

Maze Living experienced a 4x increase in page views and sessions in the summer of 2020.

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5x

Their solution has performed admirably, and during Easter of this year they sustained traffic peaks in excess of this previous high - nearly a 5x increase on April 2020. This was delivered without issue by their Nublue Cloud Cluster.

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

“The exponential growth of Maze Living during the pandemic meant big infrastructure changes were needed to continue to build on our success. As a high traffic ecommerce brand we knew we had to get the transition right. By partnering with Nublue we were able to access over a decade of Magento hosting experience, and the team partnered with our in-house Development team successfully transitioning our site onto our own platform with minimal issues. As our growth continues, we are confident the managed infrastructure and Magento hosting support we have with Nublue will continue to be a valuable part of our strategy.”

Andy - Managing Director - Maze Living





Let's Talk

Discuss your needs with an expert - Call 0800 033 7074

Working with established brands to deliver:

Managed Clustered AWS Hosting.

High Traffic Magento Hosting.

Bespoke Application Hosting.

Enterprise Wordpress Management.

Professional AWS Cloud Migrations.

