



GlobalDots

Case Study:

**Fashion Retailer
Grows 45% In One Year
with Holistic Performance
& Security Stack**

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Executive Summary

END. Clothing is a UK-based, eCommerce-native fashion retailer. It brings both established & young, cutting-edge luxury brands under one roof, with a specialty of limited-edition items. To grow global, END. needed a globally scalable technology stack.

GlobalDots geared END. with a bespoke web performance stack, representing an optimal blend of established and rising vendors:

- CDN giant Akamai
- Visual optimizer Cloudinary
- Anti-fraud innovator Shape Security



As a result, the company greatly improved its website performance and global presence, while lowering eCommerce TCO. The financial impact was overwhelming:

- Thanks to upgraded CDN and image optimization, END. registered a 45% increase in revenue to £101M, while operating profit increased 42% to almost £23M.
- Thanks to anti-fraud innovation, End's 2020 sales increased by more than 25%.
- In total, GlobalDots helped END. scale its business from a \$40M turnover in 2016 to over \$180M today.

About END.

Since opening our doors in 2005, END. has developed into one of the most influential, forward-thinking fashion businesses globally. It's known worldwide as a hub for contemporary fashion and streetwear online, stocking over 400 sought-after fashion brands and shipping to over 80 countries.

A cloud-native, eCommerce-native business, END.'s first-ever brick & mortar flagship stores only opened during 2015-2016 due to its massive online growth.

From the very beginning, END. is constantly pursuing technology innovation, whether it is in business scalability, cost reduction, web performance or automation. As a fashion brand, they pursue an outstanding visual experience - hence web content delivery and shopper experience in general is their very top priority.

How to Go Global when You Are Unscalable?

With fashion becoming more and more digitized over the last decade, END.'s traffic was growing quickly, both in volume and geo distribution.

When END. first started in 2005, they used Cloudflare for cost-effective CDN. However, 6 years ago their activity grew to a point where Cloudflare, with a \$5K plan, was not serving at the needed performance level, and END. essentially hit a wall: They couldn't be available globally at the desired speed and therefore, were forced to remain within the UK. This mainly reflected in an awful website load time, which was between 7-10 seconds long for distant geolocations.

Many statistics worldwide show how important load time is to improve conversion and impact the bottom line positively. For example, sites that take more than 2 seconds to load are having one-third of the conversion rate they could have if their site was faster. As shown above, END.'s load time was far from that in certain geos.

END. hoped to solve their needs by switching to Akamai: Akamai boasts the world's most highly distributed CDN, with approximately 325,000 servers in more than 135 countries and nearly 1,435 networks worldwide. Eighty-five per cent of the world's Internet users are within a single "network hop" of an Akamai CDN server.

However, Akamai only engages in a direct manner with its largest customers. Therefore END., still fairly small, needed a channel partner who's also knowledgeable enough to perform the migration hands-on in a successful manner.



Many statistics worldwide show how important load time is to improve conversion and **impact the bottom line positively.**

This challenge is unique and very common to smaller businesses, giving them a hard time breaking the competition barrier into expansion,” says Francesco Altomare, GlobalDots’ chief Web Performance Solutions Architect. “To explain the scenario, even if they expected the same SLA from Akamai, they just wouldn’t even get assigned a technical account manager – a privilege only Akamai’s heaviest clients worldwide are given. The hard truth is that Akamai isn’t capable of directly supporting smaller businesses.”

Hence, a solid channel partner is an absolute must when scaling your CDN usage, as END. sought to do.

END. partners with GlobalDots, Akamai’s leading channel partner

In 2017, END. approached GlobalDots, a well-known Akamai channel partner in the UK and Europe. Leveraging its long-standing, strategic partnership position with Akamai, [GlobalDots managed a resale deal at a discount rate of \\$9K](#), suitable for END’s needs.

Paul Youngusband, END.’s CTO, was highly pleased with the offer, which allowed END. to scale its service on a powerful, yet cost-effective CDN base, and achieve its desired global availability.



Solutions implemented

GlobalDots developed a tailored stack to boost END.'s performance into their specific goals. The stack was implemented in phases, from the foundations and up.

1 Static & Dynamic CDN: Migration and scaling

The first config change was in Feb 2017, followed by the process of copying rules from the old CDN and conducting performance tests. The website was launched on Akamai CDN in March 2017.

The CDN migration process, from Cloudflare to Akamai, was very smooth due to the deep knowledge GlobalDots has on both platforms and would have taken much longer otherwise.

Benefit

Moving to a platform with a much larger and global footprint allowed END. to massively grow its business globally and reach broader audiences. This enabled the creation of subdomains like "launch" which are an important revenue centre for the company. In the year following the migration, END. registered a **45%** increase in revenue to £101m in the year ending March 31, while operating profit increased **42%** to almost £23m.

GlobalDots' proactive approach fortifies END.'s profitability:

Moving to a platform with a much larger and global footprint allowed END. to A great accomplishment was achieved 2 years ago when GlobalDots managed to onboard END. on an Akamai unlimited package for a fixed amount.

Benefit

The fixed and unlimited plan greatly contributed to END.'s cost predictability and profitability as it continues to scale its eCommerce business.

2 Visual content optimization

In 2018, a year into the partnership, trustful of GlobalDots' understanding of the business needs, END. was ready to enhance its users' visual web experience. We then introduced Cloudinary as an image and video management solution.

Benefit

Faster-loading hi-res images have significantly decreased the LCP load time on END.'s online store, resulting in decreased bounce rates and higher user engagement.

3 Cloud cost optimization

Having completed END.'s web performance maximization, GlobalDots introduced END. with Spot.io (now part of NetApp) to optimize cloud spend.

Cloud spend is directly affected by website traffic volume, as a great deal of a website's content resides in cloud workloads. Therefore, cloud cost optimization became ever more crucial with END.'s booming growth.

Benefit

Immediate cloud savings and greater predictability as END. continues to scale.

4 Anti Bot- Innovation

END. is a major target of advanced automation attacks due to its unique offering of limited-edition items from the world's most sought-after luxury brands. These items are mostly offered at END.'s subdomain **Launches**.

GlobalDots, therefore, equipped END. with the most advanced eCommerce Anti-Bot technology existing today: **Shape Enterprise Defense**.

Shape's eCommerce-specific solution, was capable of filtering out more bot traffic compared to its predecessor. Its advanced, cost-effective SDK helped END. improve the security of its mobile website without undermining the shopping experience of legitimate human users. Being fully managed, it did so without engaging END.'s IT in every single mitigation rule change or attack response.

Benefit

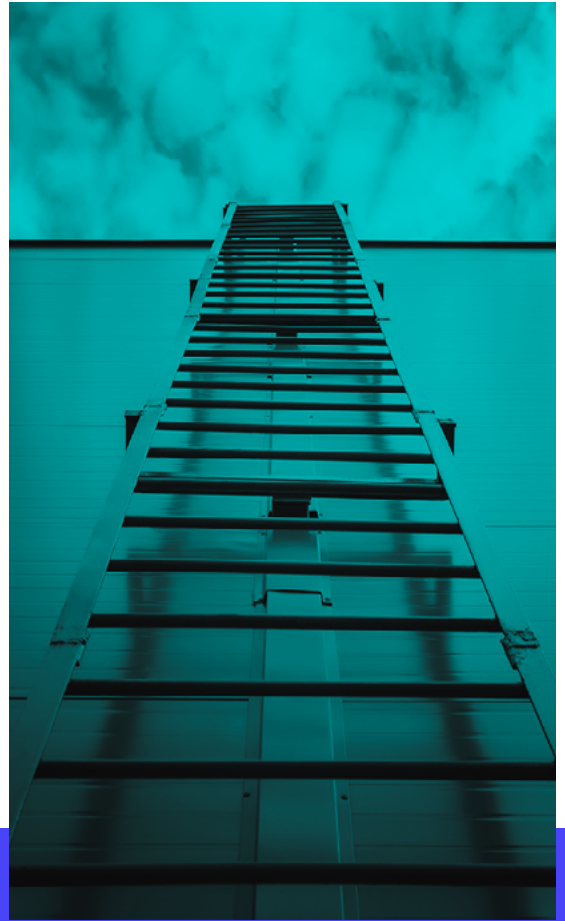
Shape's solution allowed END. to **massively reduce the costs with the backend servers and infrastructure**, while allowing the IT team to properly focus on the business growth, rather than endless bot mitigation efforts. This directly impacted End's **2020 sales, which increased by more than 25%**.

5 [For the Future]: DevOps as a service

Quickly growing, END. continues to scale its tech team, planning to employ 30 in-house developers and DevOps engineers. GlobalDots will be sourcing the DevOps services, supporting END's young and growing technical team with its solid base of Senior DevOps leads.

The Incredible Impact of Innovation

The solutions implemented by GlobalDots helped END. in scaling its business along with significant growth, **from a \$40M turnover in 2016 to over \$180M today.**



Conclusion

END.'s transformation since 2017 was one of a kind, since it allowed the company to materialize higher realms of revenue, customer experience and global presence. The technologies that unlocked this potential were the result of careful selection and customization per END.'s unique use case, made by GlobalDots engineers. GlobalDots' constant optimization mindset helped keep this stack relevant through END.'s unfolding business growth.

The streamlining of operations helped END. reduce eCommerce TCO, both immediately and prospectively, and secure a **450%** increase in their yearly revenue in just 5 years, with a pandemic in between – an impressive impact by any measure.

Paul Younghusband, END's CTO, stated:



“GlobalDots is responsible for the technology which enabled our massive growth from 2017 and on. As they constantly bring innovation to the table, END. is always using the best-of-breed technology. This fortifies our brand reputation as eCommerce innovators, to the benefit of our growing circle of loyal customers worldwide.”

GlobalDots Your Tech Innovation Partner

GlobalDots is a world leader in discovering and implementing cloud & web innovation. Over the last **17** years, GlobalDots enabled streamlining and smart growth in over **500** business customers, providing enterprise-grade web performance & CDN; Web Security & anti-fraud solutions; DevOps & Cloud services; Cloud Security; Corporate IT; Cloud-native networking and infrastructure.

Our vendors range from world leaders to innovative, cutting-edge startups.

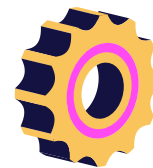
Our seasoned engineers test & master each solution's capabilities, pros, cons, and best practices. This allows them to quickly spot your perfect fit of technology and enable fast, smooth adoption.

What makes GlobalDots the best choice for a technology partner?



Innovation Hunters

Constantly tracking the industry to provide spot-on solutions for your ecosystem.



Vendor-Agnostic

Our ever-evolving portfolio and customizable solutions cater for each unique use case.



Streamlining Technology Adoption

Breezing you through from selection to deployment, exhausting every feature to your business benefit.



Holistic, Business-Oriented Approach

We align your IT architecture with your business profile, use case and goals focusing on what matters in terms of complexity and financial impact.

Do you want to know more?

Contact Us

