



In separating the internal and external serving of content, national furniture retailer's engineering team found the perfect fit in Varnish.

Case Study:

National Furniture Retailer

Major furniture retailer reduces calls to external CDN traffic from internal point-of-sale platform with **Varnish**

Background

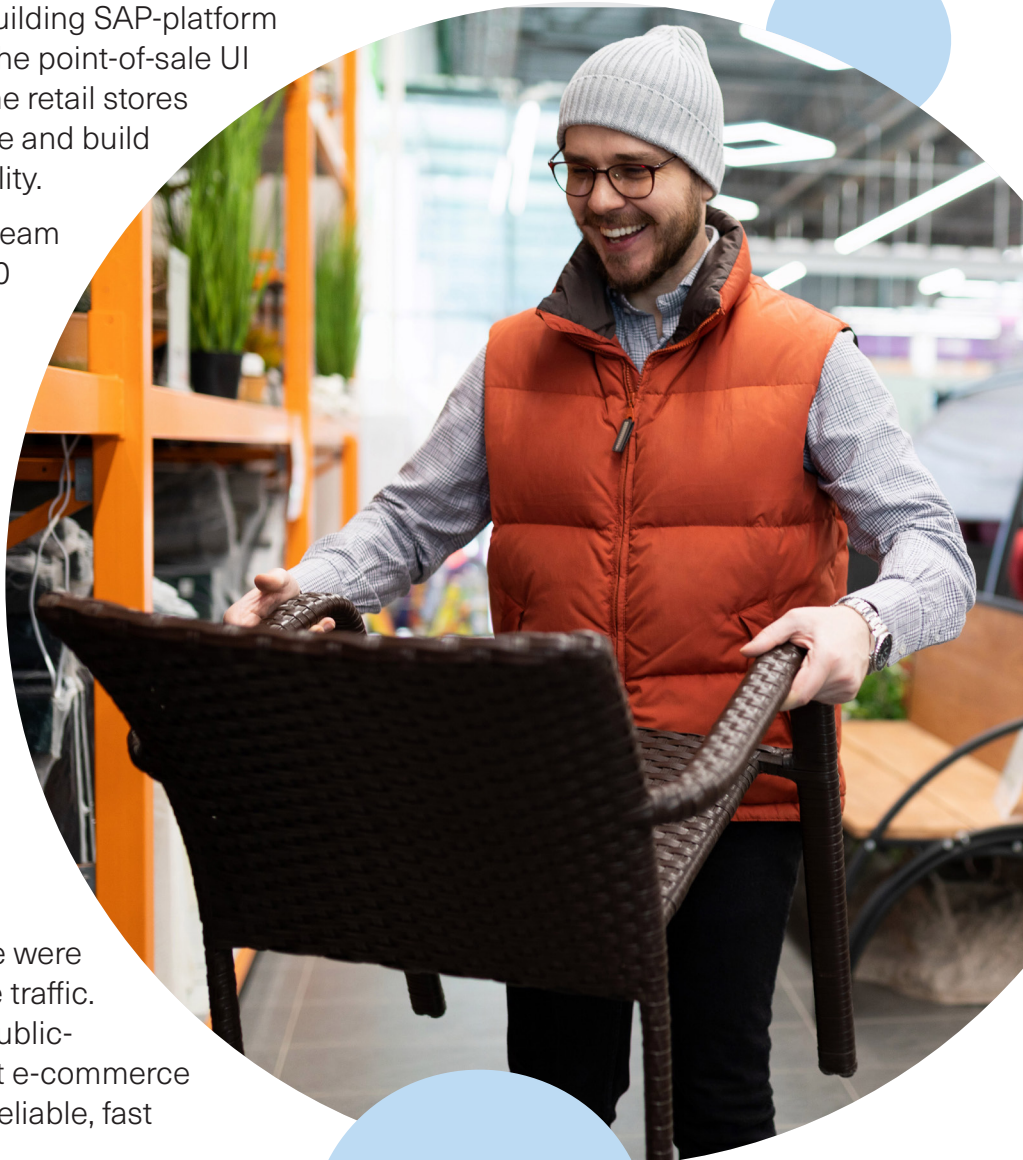
Since 1991, one of America's largest furniture retailers has provided furniture at low prices through its home furnishings stores across the US as well as its online outlet. The company strives to provide unmatched value without sacrificing integrity or honesty. The company is also actively involved in community and charitable activities, believing that giving back is part of their responsibility and privilege as a company.

The challenge

Separate internal and external traffic for more efficient performance

The IT team responsible for building SAP-platform applications were rebuilding the point-of-sale UI for retail sales associates in the retail stores to replace existing architecture and build in new features and functionality.

Nearing implementation, the team realized that the 2,500 to 3,000 tablets used in store would have to repeatedly hit the public CDN to grab product images for product display and landing pages, which would put a lot of unneeded pressure on the CDN. The company's manager of IT infrastructure and team lead was asked to find a solution to reduce the additional impact on the public CDN. Part of this project would mean separating internal traffic from public/customer traffic, so that e-commerce customers visiting the website were independent from internal site traffic. Reducing congestion to the public-facing CDN would ensure that e-commerce customers would always get reliable, fast shopping experiences.



The solution

Cache control and resilience

In separating the internal and external serving of content, the engineering team found the perfect fit in Varnish.

Using Varnish caching technology, the team created internal DNS names that would query their in-house Varnish cache servers for images first before ever looking for content externally. On the backend, the solution maps to the external CDN. The team is able to purge entries or flush the cache when needed.

Results

Resource savings and reduced latency

Varnish easily and immediately achieved what the furniture retailer needed the technology to do, offloading internal traffic from the external CDN.

Two primary benefits came as a result of implementing Varnish:

- Resource savings on support tickets
- Reduced latency on image load times when using internal browsers, as the need to take an extra hop out to the external internet to download images is eliminated

The company states that their partnership with Varnish works well. The company adds, “Varnish has been very helpful, and our experiences with Varnish very positive. Varnish has been upfront about pricing and PoCs. Varnish is very engaged with us as a customer, and we are pleased with both the partnership and the performance of the product.”


The future

The partnership has been fruitful and Varnish has solved the company’s immediate need. Varnish continues to be a vital infrastructure partner and will support the company in future caching projects.

Varnish is very engaged with us as a customer, and we are pleased with both the partnership and the performance of the product

*Manager IT infrastructure,
Major US furniture retailer*





Varnish offices

Los Angeles - Paris - London
Stockholm - Singapore - Karlstad
Dusseldorf - Oslo - Tokyo

**VARNISH**
SOFTWARE
www.varnish-software.com