



# Ensure your website is prepared for Cyber Week

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# AGENDA

## POSSIBILITIES AND EXPECTATIONS

What are the risk factors? Where are the peaks in traffic? What's the expected ceiling?

## TECHNICAL PREPARATION

Getting the nuts and bolts in place and tightened properly

## LOGISTICS

Your website is ready... but is everyone else?

## MESSAGING

A little goes a long way

# 'ON THE DAY' RISKS

A lot can go wrong when the sales launch, so be aware for the potential failures before they happen



# PREPARE TO PREPARE

## ➤ LOOK AT PREVIOUS YEARS

Did you suffer from downtime in previous years? If so, do you know where the bottleneck was?

What times of day did you see your peak number of users? What can be done to smooth out the peaks?

What was the level of growth you saw year-on-year? Do you expect the trend to continue, or will this year be different?

## ➤ USE AN ONLINE CALCULATOR

There are a number of tools out there, such as the very simple one found here:

<http://www.csgnetwork.com/servbwreqcalc.html>

## ➤ ESTIMATE THE NUMBER OF CONCURRENT USERS YOU EXPECT

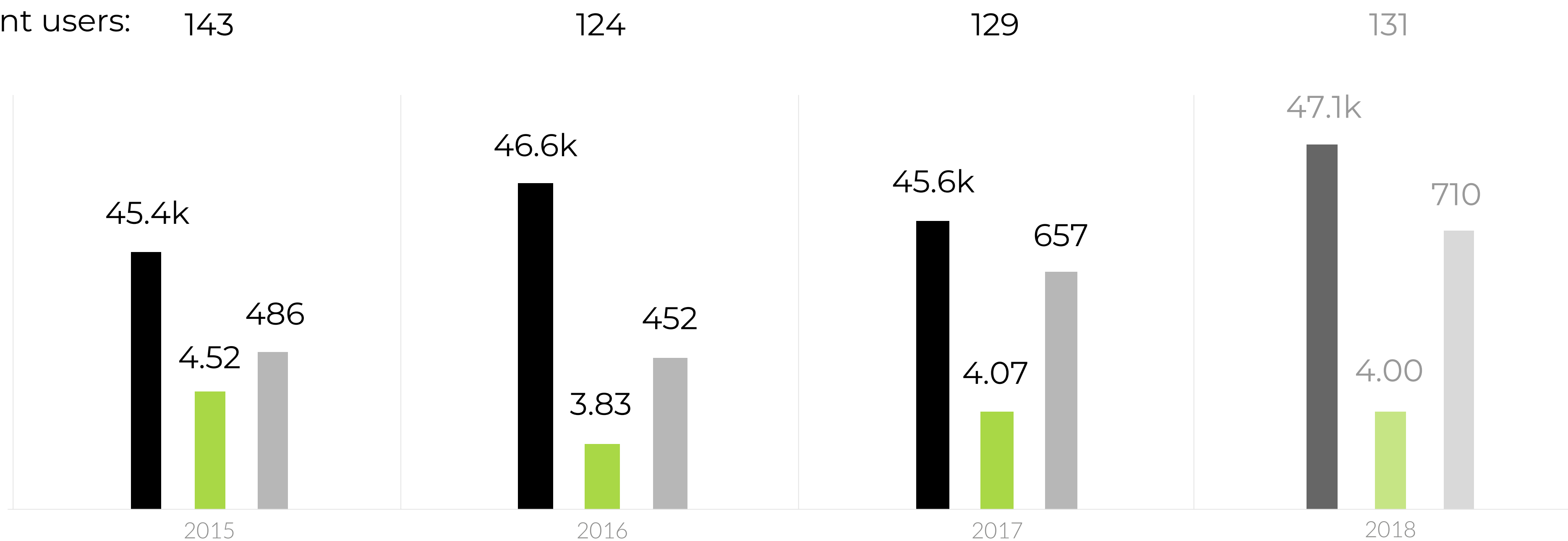
How many users do you expect online at any one time? How much bandwidth will they require?

How many orders do you anticipate you'll receive in a day? How many orders can you fulfil in that same period?

# CONTEXT & GROWTH

Look at your previous years' performance, factor in the growth you expect and use this to calculate your load

Concurrent users: 143



■ Sessions

■ Pages per session

■ Transactions

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# LIMIT/DECIST FEATURE ROLLOUTS

As tempting as it may be to have your latest and greatest feature online for the sales... resist the urge to launch anything that hasn't been fully bedded in.

Anything you need online for the main event should be planned and released well in advance (ideally prior to stress testing.)

**DON'T ROCK THE BOAT**



## TECHNICAL PREPARATIONS

# REDUCE/CHANGE FREQUENCY OF REINDEXING

Many ecommerce platforms require reindexing to update sale pricing and basket or voucher discounts. Whilst this likely runs without issue during your usual day-to-day operation, a reindex during a peak in traffic could impact performance to an unknown degree.

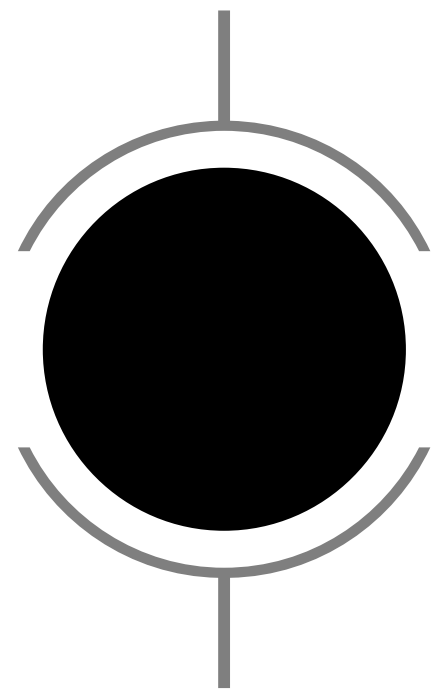
# CONSIDER PLANNED DOWNTIME

If you MUST re-index during the sale period, look at your anticipated quiet periods and consider bringing the site offline to allow indexing to complete without unexpected behaviour for your customers.



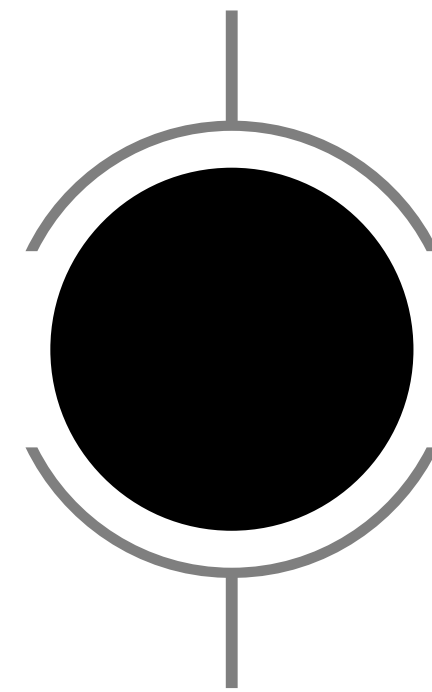
# PROMOTIONS

PREPARE



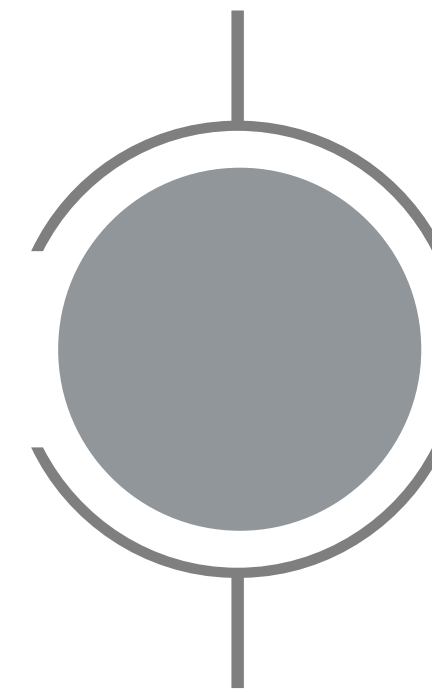
Sketch, mindmap or  
flowchart all the  
concurrent discounts you  
want to run

TEST



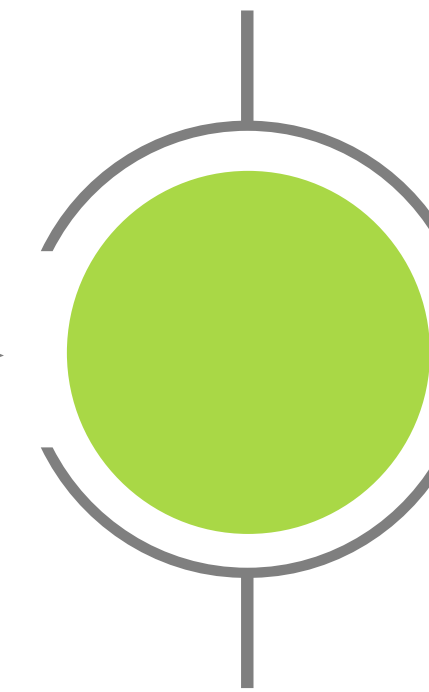
Set them up in advance on  
a staging site or other  
closed environment

TEST AGAIN



Try to break or exploit  
them, re-use old voucher  
codes or 'stack up'  
discounts

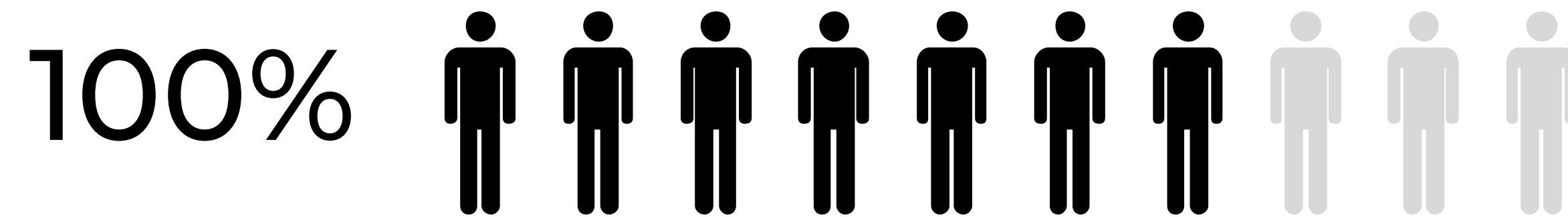
TEST AGAIN, AGAIN



Seriously.

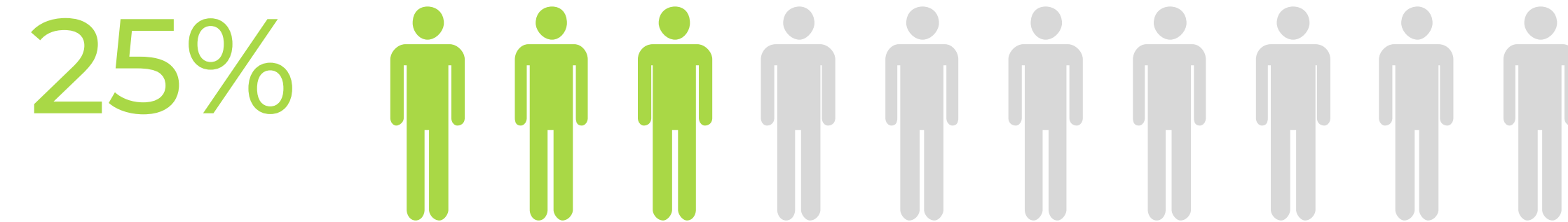
# STRESS TESTING

Simulate traffic to your website based on your projections. Speak to your hosting provider about the best tools with which to run tests and how to accommodate the peaks in traffic



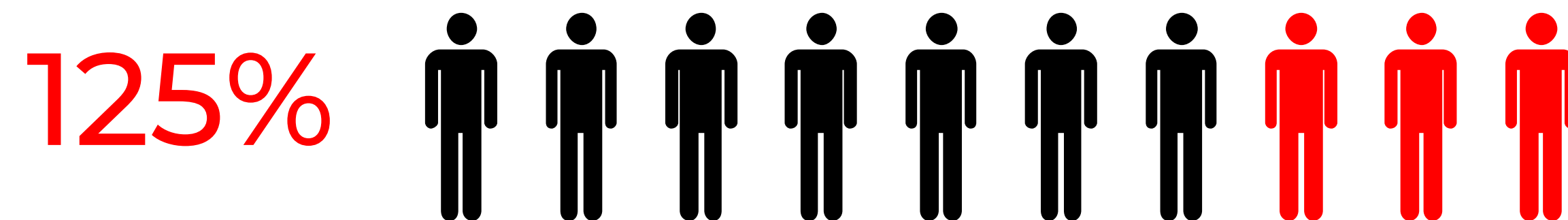
## ANTICIPATED LOAD

How does your server handle the spikes you're expecting?



## BASELINE

Even your 'resting heart rate' might be above your normal range



## EXTREME CASES

How far past your anticipated peaks can the server go?

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# WHAT DOES YOUR SUPPLY CHAIN EXPECT?

- Couriers
- Drop-shippers
- Payment gateways
- Hosting providers
- Web developers

# WHAT CAN YOU HANDLE INTERNALLY?

- How many orders can your warehouse process?
- Are the stores ready for Click & Collect?
- Can you man your support channels (live chat, emails, etc?)

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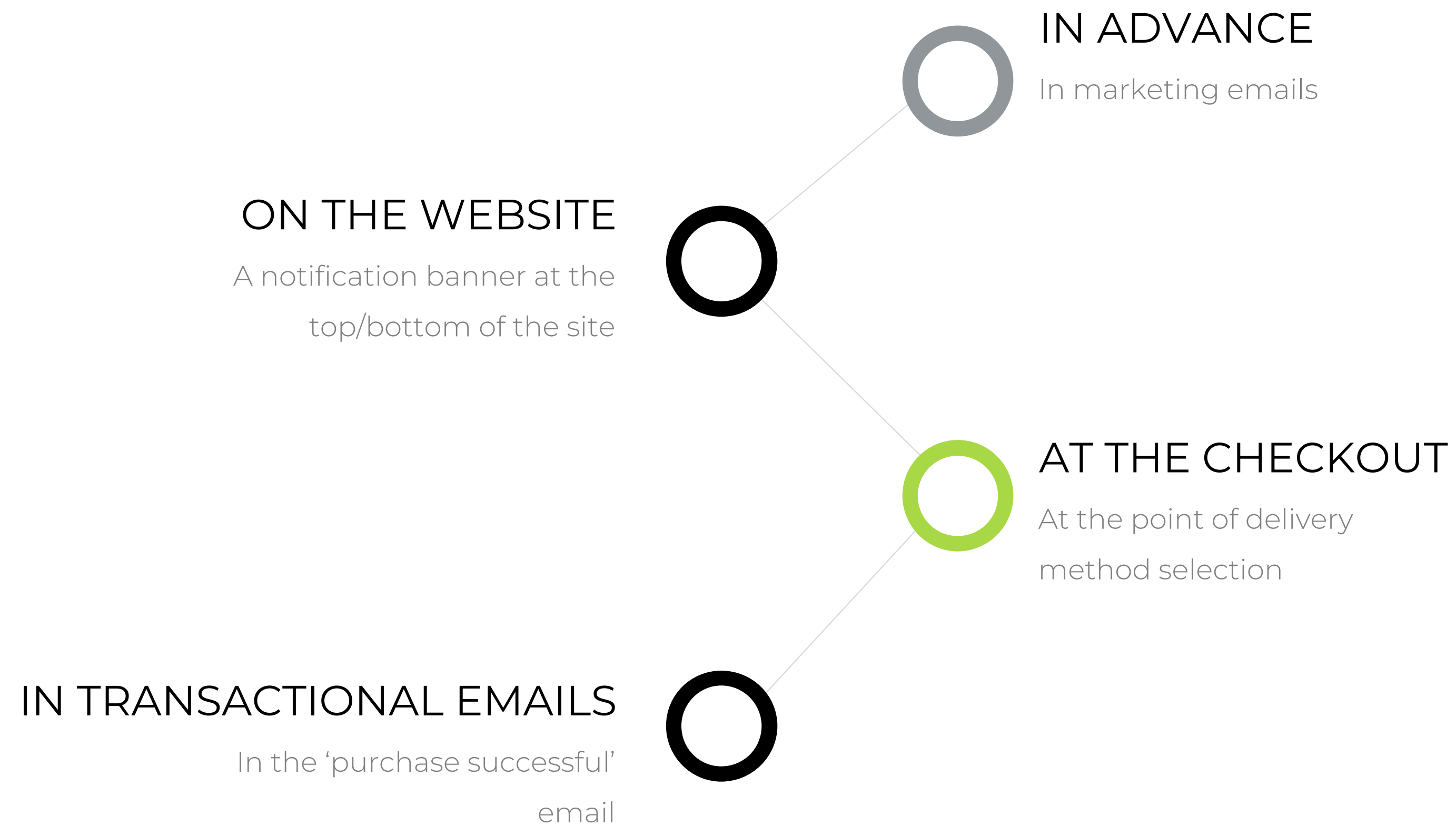
# LET CUSTOMERS KNOW WHEN TO VISIT

- **STAGGER YOUR OFFERS**  
Can you change offers hourly, just at the mid-point of the day, or daily only?
- **PUSH BIGGER VALUE DEALS TO QUIETER TIMES**  
Can you take the sting out of a peak by offering a better deal after the morning rush?
- **COMMUNICATE TO CUSTOMERS WHEN THEY SHOULD VISIT**  
Offer a 'weather forecast' for the deals and distribute it well in advance.  
Make it clear what's happening and when.  
Personalise communications where possible.

# SETTING EXPECTATIONS

With so many orders, you might be slower to get goods out to customers, or your supply chain may be experiencing delays.

Pre-empt customer confusion and set reasonable expectations for delivery of goods.

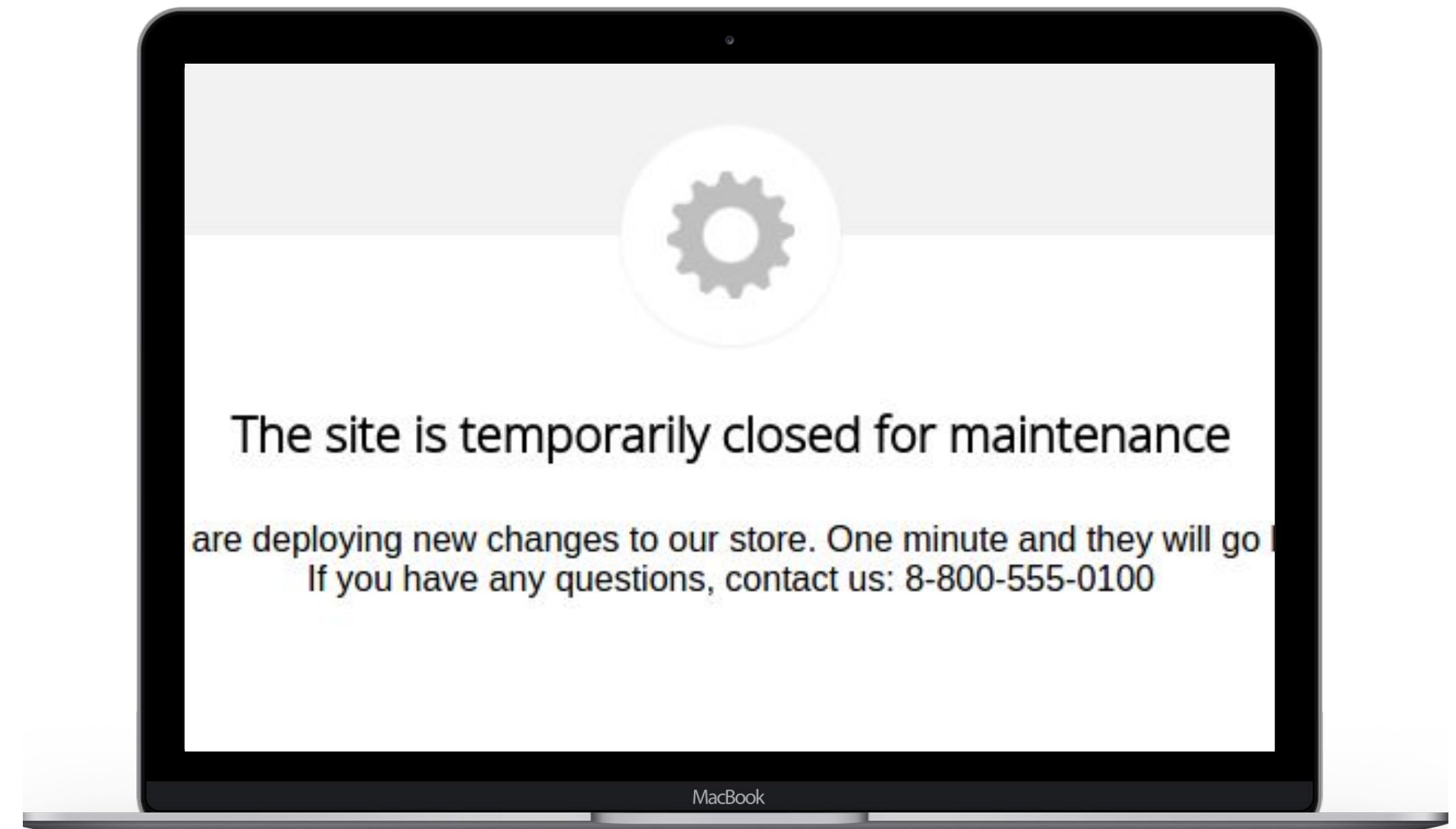


## MESSAGING

# IF YOU'RE GOING OFFLINE

Make it clear to your customers that this was planned and when you're expecting to come back online.

Consider a bespoke maintenance page that plays up to your brand image, and the nature of the sale.





# GET IN TOUCH WITH US

## LOCATION

50 SOUTH MALL  
CORK

## OUR HOURS

MON-FRI 9:00 – 18:00

## EML / TEL

INFO@STUDIOFORTY9.COM  
(021) 239 2349

## WEB

WWW.STUDIOFORTY9.COM

