



CASE STUDY

A case study for Zatu Games

Zatu Games' Move to DCL Solves Black Friday Outages





Zatu Games migrated their online retail operations to Digital Craftsmen on AWS, gaining a secure and scalable hosting environment. Managed AWS services offer comprehensive support, including monitoring, incident response, service desk, and continual optimisation.

Introduction

Zatu Games is a leading online retailer of board games, toys, home & leisure and other gaming-related products. The company had experienced a series of outages during a previous Black Friday event, which resulted in a large number of customers and visitors

being unable to access the site to purchase goods. This resulted in a significant loss for the company, as Black Friday is usually one of the most profitable times of the year for retailers.

You can find them online here:

<https://www.board-game.co.uk/>

The Problem

The outages on Black Friday were caused by an overloaded and outdated hosting infrastructure during a peak period of business activity. As the business continued to grow, the outdated infrastructure was unable to handle the increased number of visitors, resulting in slow loading times and even complete website unavailability, losing potential sales and damaging the company's reputation.



The Solution

To address these issues, Zatu Games decided to move their entire online retail operations to a new hosting provider – Digital Craftsmen. They implemented a new highly available and scalable secure hosting environment on Amazon Web Services (AWS) and migrated the website into this new environment.

To complement the new hosting environment and to ensure continued business success, Digital Craftsmen's Managed AWS Service also includes:

- 24/7 Monitoring and Incident Response
- Proactive and ITIL-Accredited Service Desk Team
- A dedicated Service Delivery Manager
- Quarterly Client-Focused Reviews
- Change & Access Management
- HTTPS & Domain Management
- Interactive Documentation System
- Business-Focused Continual Improvements (CI) register

The new environment in AWS enabled elastic \ scalable, cost-effective options and makes use of various AWS features including:

- Auto-Scaling Databases
- Auto-Scaling Webservers
- Load balancing
- Redis Caching
- Elastic Data Storage
- Security Hub Enhancements
- Web Application Firewalls
- Content Delivery Networks
- VPNs for secure access
- and much more

The Result

As a result of the move to Digital Craftsmen Limited, Zatu Games experienced a hugely successful Black Friday 2022 with zero downtime. The system scaled perfectly, in some periods to 12x the standard configured size, allowing for the increase in user traffic during this peak time for the business.

Specifically, the company saw an increase of:

300%

Increase in Sales on Black Friday 2022 in comparison to the preceding days.
Demonstrating the importance of this critical sales period.

100% more users

This was a result of the improved uptime and availability of the website during Black Friday. With the site being constantly available, more customers were able to access the site without restrictions allowing for the increase in sales.

The improved website performance and availability also attracted more new customers to the site. The new visitors were enticed to make their first purchase with Zatu Games due to the seamless browsing experience. In comparison to the Black Friday 2021 event, Zatu Games saw some significant improvements:

- ~10%** More Users
- ~9%** More New users
- ~7%** Increased Session Duration
- ~1.5%** Lower Bounce Rate

Across the Black Friday 2022 event, the Digital Craftsmen AWS Solution delivered over 2.57 million page views (27.34 million web requests) and nearly 2TB of outbound traffic.

Increased session duration: The improved website performance allowed customers to spend more time browsing and shopping on the site, resulting in an increase in session duration. The more user experience that can be tracked, the greater business insight that can be drawn, aiding business analysis and allowing Zatu's teams to react more quickly to optimise the user journey and behaviour.

Lower bounce rate: The improved website performance and availability reduced the rate at which visitors would leave the site without browsing or making a purchase. This indicates that customers were more satisfied with the website performance and were more engaged with the site content.





Conclusion

Zatu Games' move to Digital Craftsmen and the implementation of a new hosting environment on AWS was a successful solution to the outages experienced during previous Black Friday events. The new hosting infrastructure allowed for a rewarding Black Friday 2022 with zero downtime, increasing sales, customer engagement and importantly for us, client satisfaction in both our technical and service ability. Additionally, the move to AWS enabled Zatu Games to better handle high traffic events and improve the overall user experience for its customers. The new cost-effective and scalable infrastructure, along with the implemented continual improvement process make sure

that Zatu Games is well-prepared for any future high-traffic event.

We look forward to supporting Zatu Games with their continued growth and success in their expansion plans for 2023 and beyond.

We believe we provide the best service to our clients by acting as an extension of their team. We will work closely and continuously with clients to create collaborative solutions that are both technical and process-oriented. By doing so, we aim to shift the responsibility from internal business to us, allowing clients to focus on internal improvement.

Find out more about how Digital Craftsmen can help your business with bespoke hosting and cyber security services

Call or Email us on

020 3745 7706

contactacraftsman@digitalcraftsmen.com

Alternatively, you can visit us at

www.digitalcraftsmen.com



About Digital Craftsmen

As hosting experts, we provide bespoke hosting and managed services to financial services firms looking to maximise performance and profitability without compromising data security. Since setting up Digital Craftsmen back in 2002, it has been our aim to bring the human touch to a service that is often offered impersonally and entirely online. That means we will go out of our way to become in effect an extension of your own in-house team, providing a service that is flexible, personal and tailored to your exact specification.



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