



Three Facts Every Online Retailer Should Know

For online retailers, every second counts. Downtime or a slow website is lost revenue. In a classic study, Amazon found that they lost over five million dollars for every hour they were down and saw a 1% loss in revenue for every 100ms in site load delay.¹ Over 50% of online shoppers have permanently abandoned a retailer due to website errors.²

NGINX Plus is a complete application delivery platform that helps ensure a seamless and secure shopping experience for your customers.

“ We just weren't getting the performance, security, and scalability that we needed with the alternatives. The other products we tried all lacked the flexibility, power, and performance of NGINX Plus. With NGINX Plus, we found a solution that is uniquely tuned to our needs. ”

—Chris Bender, CTO BuyDig.com

1 Customers have choice

Unhappy customers will move elsewhere in the time it takes to do a Google search.

NGINX Plus helps maintain a consistent user experience:

- Load balancer with health checks
- Content cache
- Web server
- Monitoring and troubleshooting

2 Online retailers are targeted

40% of attacks are against online retailers.³

NGINX Plus helps protect your online store:

- PCI DSS 6.6 compliant web application firewall (WAF)
- DDoS mitigation
- Authentication and single sign on (SSO)

3 The future is cloud and software

Costly hardware appliances limit your ability to scale.

NGINX Plus helps maintain a sustainable online presence:

- Save up to 85% versus leading hardware vendors
- Deploy anywhere: cloud, bare metal, and containers
- Scale out in seconds

NGINX Plus in Online Retail



1. <http://radar.oreilly.com/2008/08/radar-theme-web-ops.html>

2. <http://www.websitemagazine.com/content/blogs/posts/archive/2012/07/11/americans-won-t-forgive-a-faulty-website.aspx>

3. <http://stateoftheinternet.com/security-report>

NGINX Plus Features



LOAD BALANCER

Scale your applications with full-featured HTTP, TCP, and UDP load balancing.

- Layer 7 request routing
- HTTP, TCP, and UDP health checks to detect down servers
- Application-aware HTTP health checks with regex pattern matching to verify web content is correct
- Slow-start recovery for failed servers
- Session persistence based on IP address, cookies, and more
- Dynamic reconfiguration of backend servers using DNS or an HTTP API
- Direct Server Return (DSR) for UDP apps
- IP Transparency



CONTENT CACHE

Improve performance while reducing load on application servers and databases.

- Scalable architecture used by popular CDNs
- Deliver content even if origin is down
- Cache purging
- Override or set cache control headers



WEB APPLICATION FIREWALL (WAF) AND SECURITY CONTROLS

Protect your applications against both internal and external threats.

- OWASP Top 10 (SQLi, LFI, RFI, RCE, etc) protection
- PCI-DSS Requirement 6.6 Compliance
- OpenID Connect SSO
- Request/connection limiting
- DDoS mitigation
- IP address white/black lists
- Detailed audit logs



WEB SERVER AND REVERSE PROXY

Deliver static assets and proxy to app servers for dynamic content.

- Scalable event-driven architecture
- Support for HTTP, Memcached, FastCGI, SCGI, and uWSGI proxying
- SSL/TLS offloading with support for Elliptic Curve Cryptography (ECC)
- HTTP/2 gateway



MONITORING AND MANAGEMENT:

Real-time performance metrics such as active connections, requests per second, and SSL TPS.

- Health monitoring of HTTP, TCP, and UDP apps with automatic failover and recovery
- Over 90 unique metrics across both virtual servers and backend servers
- Bundled in real-time graphical dashboard
- JSON output for integration with custom monitoring tools
- Plug-ins for New Relic, AppDynamics, DataDog, NGINX Amplify, and more
- Active-active and active-passive high availability (HA)



24X7 EXPERT SUPPORT

Enterprise-grade support that provides direct access to the core NGINX engineering team.

- 2016 Silver Stevie Award for excellence in sales and customer service
- 9.5/10 average customer satisfaction rating
- Professional service offerings available

For more information, visit nginx.com or send us an email at sales@nginx.com