



INDUSTRY

Home Improvement

PRODUCTS

Cloud VPS, Dedicated

PAIN POINTS

After acquiring U.S. Home Systems in 2012, Home Depot found itself tasked with maintaining existing infrastructure while folding in a new acquisition technology—all while maintaining their online store performance throughout traffic spikes during sales events.

HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ helped Home Depot engineer a scalable and load-balanced solution providing dedicated servers for the predictable back-end operations and scalable Cloud VPS for the web content under higher demands. Heroic support and constant communication has kept Home Depot's home repair service offerings online and available at all times.



“Protected Home Depot’s reputation for dependability”

Liquid Web Enables Seamless eCommerce Expansion for Home Depot

As consumers' tendency for using the Internet to inform and influence their purchases has grown, so have their expectations. And, as Home Depot knows so well by the demise of many of their competitors, success in e-commerce means maintaining a comprehensive and commanding online presence.

Acquiring U.S. Home Systems in 2012 to expand their product offerings was an essential part of this strategy, but what an undertaking it turned out to be. The seamless integration of these new services meant utilizing Home Depot's existing infrastructure and folding in the new acquisition—combined with the complexities of the additional content this acquisition created along with the traffic spikes that occur during typical Home Depot sales events. Add in customer abandonment rates that continue to inflate the longer it takes a site to load, and the bottom line was the site had to load quickly for all potential users. Failure was not an option.

How Liquid Web Helped

Rather than penalizing the client for influxes in bandwidth usage during promotions and the buzz surrounding their new service offerings, Liquid Web was able to help Home Depot engineer a scalable and load-balanced solution efficiently and cost effectively that took the site's changing needs into consideration.

By utilizing load-balancing web nodes, Home Depot's servers act as a single unified system, which provided additional resources to handle the workload and ensured the site was always up and running. In addition, a team of dedicated servers ran the back-end process to handle the predictable operations while scalable Cloud VPS handled the higher demands of web-facing content. This setup ensured optimal performance without an outlandish price tag, as the platform was able to adjust to traffic spikes accordingly without the need for extensive infrastructure costs.



Liquid Web's custom-engineered solution helped U.S. Home Systems maintain their web services as they transitioned into Home Depot's established web presence. The end result? A site with high availability that protected Home Depot's reputation for dependability.

- Home Depot



Home Delivery of Scalable Solutions

Since Liquid Web implemented its custom solution, the high-performance platform has held up well. Proactive load balancing strategies and constant communication between Liquid Web's Heroic Support team and the site's administrators has continually helped keep Home Depot's installation and home repair services offerings online and available at all times to customers. With their reputation and a portion of their retail business on the line, Home Depot turned to Liquid Web for supporting their needs online. Find out more about the customizable solutions Liquid Web can supply for your web hosting requirements.

ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty and has been recognized among INC Magazine's 5,000 Fastest Growing Companies for eleven years.

*2017 NPS score of 66%

