

WISH

CORESITe'S SOLUTION



Wish optimizes global shopping experience with hybrid infrastructure delivered by CoreSite.

WISH, BUY, RECEIVE, REPEAT

THE CHALLENGE

Optimizing an online experience alongside explosive growth

Online shopping has reshaped how retail companies think about business. Consumers have almost limitless choices of where to spend their money on electronics, jewelry, watches, and more. Millions of people worldwide choose to shop via a popular app, Wish.

Wish is an online shopper's dream come true. The popular retail app connects shoppers to products from virtually any merchant in the world, offering near-limitless options for any want or need. Today, the company ships over 2 million products per day to customers across six continents, spanning hundreds of countries and multiple time zones.

Yet, as the company's presence as an e-commerce leader continued to grow, so did the number of challenges around building a global production service infrastructure capable of providing a consistent, reliable shopping experience. Rapid growth made scaling the business more challenging and expensive to achieve.

"Our ability to process huge amounts of data and ensure the availability of shopping on the app every minute of every day is paramount to our sustainable growth," says Paul Zugnoni, Wish's Director of Infrastructure — Datacenter and Networking. "There are so many ways to accomplish that. For us, a hybrid cloud-datacenter approach was key for performance, and optimal long-term cost management. A hybrid infrastructure gives us the flexibility and business agility required to remain competitive in such a dynamic market."

THE DOWNSIDE OF CLOUD EXCLUSIVITY

Competing in today's cutthroat digital shopping environment requires satisfying the evolving demands of finicky online buyers. Shoppers want a seamless experience across devices, lightning-fast and responsive apps, and the security of knowing that their private information is safe.

Initially, Wish relied on an all-cloud deployment to handle daily traffic and transactions. But as the company's customer base exploded, so did the number and severity of issues around scale, cost management, and app availability.

"We hit a point in our growth where everything was increasing by orders of magnitude — our product catalog, storage requirements and queries per second," Zugnoni says. "With a 100% cloud infrastructure, adding storage and compute needed to scale quickly was costly and not always available. Obviously this wasn't acceptable to the business."

By migrating eligible workloads to an on-premise deployment, the company stood up a couple of racks in a local data center merely as an extension to their cloud infrastructure. They quickly found themselves adding hundreds more servers to keep up with the steady growth. However, swinging the pendulum back to an on-premise-only strategy had its impacts on business agility and upfront costs.

Worse, running the hardware from the initial colocated space required network connectivity via third party services to get to the cloud, increasing the potential for circuit failure and risking taking the business offline for minutes at a time — which occurred multiple times per month.



"Regardless of location or facility, the entire team brings a refreshing level of professionalism and commitment to their customers. That's evident to anyone on my team who interacts with them. It's the people that really keep our confidence. The experience working with CoreSite people — from the remote hands team to the security staff to project managers and even sales — has exceeded our expectations."

Paul Zugnoni,
Director of Infrastructure — Datacenter and Networking, Wish

And, in a high-volume, user-reviewed service, any degradation in performance could jeopardize sales and compromise Wish's hard-earned reputation.

"We're a transaction-based business. If our site is down, we're failing our customers, we're failing our merchants, and we're damaging our brand," Zugnoni says. *"We needed to reevaluate our infrastructure strategy and come up with a high-performance and stable architecture that could address our current business needs and still have room to grow as the rest of the company did."*

SOLUTION

Connectivity is King

Wish set out to find a new data center solution provider to address both its physical and digital expansion. In addition to sufficient power, cooling, and other staples of a modern data center, the new data center needed to have more floors or an entire campus that would enable Wish to expand and cross-connect between buildings while continuing to provide a high-end customer shopping experience.

After a concentrated search, Wish chose CoreSite's Reston, VA datacenter campus as its home base of operations.

"We focused our attention narrowly on finding a data center with robust network access, room for growth, and a reputation for reliability," Zugnoni says. *"CoreSite's facilities offer a range of cloud, carrier, and ISP connectivity options along with simple cross-connects from one room to another for much easier growth and improved cloud connectivity."*

One of Wish's key objectives was to better serve the company's flourishing European market with infrastructure housed stateside. Zugnoni and team determined that CoreSite's

East Coast presence put the company in the middle of a densely connected region with more availability zones to service geographically distributed customers with low-latency connectivity, a multitude of traffic carrying partners, and better support for resilient availability strategies.

However, the technology alone wasn't the only reason for choosing to partner with CoreSite over other data center solutions providers in the area. Beyond the facilities themselves, Zugnoni's team sought a provider with great customer service, support options, and excellence in operations. Wish has a lean engineering team, and this factored heavily into the decision.

"CoreSite has a good brand in the industry. We were eager to see their services justify that," says Zugnoni.

CUSTOMER SERVICE AND BENEFITS

Flexible, Reliable, and Continued Growth

Colocating with CoreSite has delivered the performance, reliability, and effortless expansion that Wish's core business demanded. The company takes advantage of easily configurable cages to add more capacity as it's needed cost-effectively and strategically to rein in runaway operating costs.

At the same time, direct connectivity with global networks and cloud providers from within the same data center has achieved a previously unattainable level of resilience and reliability, virtually eliminating monthly service interruptions that plagued the company's previous production service architecture.

"The quality and speed of our various connections within the CoreSite facility are consistent and predictable, which allows us to



move workloads around and balance traffic to optimize performance confidently," Zugnoni says. *"Regardless of whether we're serving apps from the data center or the cloud, our customers never know the difference."*

The result has been a marked stabilization in the app's customer ratings in both the Apple App Store and Google Play. Where once customers might have ranted about app availability or performance, they now rave about the enjoyable, interactive shopping experience no matter the device or their location. Zugnoni says that the company's first experience with CoreSite is paving the way for future collaboration as well.

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"Working with CoreSite has been great. The infrastructure is in a good spot, and operationally we have everything we need to execute our plans and grow. As is said on my team, 'we've got 99 problems, but these datacenters ain't one of them.'"

WISH CASE STUDY AT A GLANCE

CHALLENGE

- Building a global IT infrastructure capable of providing a consistent, reliable shopping experience across the globe
- Expanding physical and digital business footprint
- Improve operating efficiency and cost management across a high-performance infrastructure

SOLUTION

- Wish uses CoreSite's cage colocation, cross connects and direct cloud connections solutions to create a resilient, high-performance hybrid infrastructure that can cost-effectively scale to meet any current or future business needs.

RESULTS

- Reduced monthly network issues by 400%
- Achieved network resilience without sacrificing performance
- Extended low-latency connectivity to European markets
- Stabilized online shopping experience and improved customer ratings

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ABOUT WISH

Wish was founded in 2010 and is headquartered in San Francisco, California. The Wish app is a market-leading e-commerce platform with affordable digital shopping directly to consumers around the world. Wish employs big data principles, machine learning and state-of-the-art search technologies to create a highly visual, fun and personalized browsing experience for each user. The company uses a global network of direct suppliers that provide access to affordable and high-quality products for anyone with a smartphone. In 2019, Wish reached 119 million monthly active users. It currently has over one million merchants and sells over one billion products a year. For more information about the company or to download the Wish mobile app, visit www.Wish.com or follow @WishShopping on Twitter, Facebook and Instagram.

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