



NBS Partners with Zend to Deliver Enterprise Grade E-commerce Hosting



CUSTOMER:

Founded in 1999, NBS System is a French company with offices in France and the United Kingdom. The company provides web hosting and managed services, as well as IT security. NBS System hosts more than 900 websites and its security experts have performed more than 200 security tests. Focused on innovation, know-how, reactivity and service, the company enjoys a growth rate of 20% per year.

CHALLENGE:

NBS System needed a reliable platform that standardized the process of hosting, regardless of versions or development that different individuals or small companies contributed.

SOLUTION:

NBS System worked with Zend to build Zend Cloud, a customized and complete hosting offering for e-commerce customers.

BENEFITS:

Zend Server came built-in with all of the optimization tools that NBS System needed in order to manage versioning, debug, boost performance, scale and manage periods of heavy traffic. This resulted in easier debugging, improved relationships with content suppliers and greater market share for NBS System.

NBS System: A Leader in Specialized Hosting and Management

Zend partner NBS (No Blue Screen) is a managed cloud hosting and IT security provider based in France. The company, which operates throughout Europe, has 29 employees and estimated annual revenues of 3.6 million euros.

NBS is an authority on Magento, which is an e-commerce platform used by major retailers including Harbor Freight Tools, Office Depot and The North Face. In France, NBS System is the go-to consultant for retailers seeking to launch new Magento projects. NBS System is also behind the French Magento sites Wikigento and Ecommerce-Squad.com, as well as the E-commerce Academy. NBS also founded Bargento, a major gathering of Magento experts that occurs every year in France, Brazil, & Spain.

Part of NBS's services involve offering an optimized environment to all companies involved in developing, hosting and managing websites, including webhosts, design agencies and retail customers. As part of its offerings, NBS System sought to convert a casual PHP environment into a business-critical service for its clients, who demanded a high-performing platform for their e-commerce sites.

At the end of 2012, NBS System also launched CerberHost, a new cloud featuring the highest levels of security. NBS System embedded 16 layers of security, on all layers, to defeat DDOS attacks, kernel attacks, overflows and applications flaws such as XSS and SQL injections. Part of the NBS cloud's security is based on NAXSI (Nginx, Anti XSS and SQL injection), an open-source Web application firewall developed by NBS System. Zend Server contributes to the global security approach of the NBS System cloud by allowing NBS engineers to limit or monitor the PHP commands a website can use. This protects the application layer in an even deeper way.

Reliable, Flexible Hosting with Zend Server

NBS System needed a reliable platform that standardized the process of hosting, regardless of versions or developments that different individuals or small companies contributed. This new platform should have the ability to flexibly manage versioning of the PHP binary, as well as debug and boost performance. NBS System required the ability to find the root cause of a problem within a very short timeframe and with several players to involved (ISVs, Web agencies, systems integrators and others). In addition,

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NBS System needed a flexible platform able to absorb growth and traffic peaks.

Magento, moreover, is built on top of Zend Framework. Any company wanting to master the Magento environment must develop competency in Zend Framework. Because NBS System works extensively with Magento, NBS System wanted to become familiar with Zend Framework, as well as accessing Zend's extensive support system. NBS System also wanted to use Zend Server to optimize Magento.

Zend Cloud: Optimized for High-Traffic E-Commerce

NBS System and Zend together created Zend Cloud, a cloud hosting service for e-commerce customers that is based on Zend Server. Deployed across several data centers, Zend Cloud is specifically tuned for Magento and PHP needs. Zend tests, develops and maintains the PHP stack.

"The Zend Cloud is a unique alliance of Zend's best practices know-how and our own knowledge of hosting management and security," said NBS System CEO Philippe Humeau. "Zend Cloud environments are, out of the box, fine-tuned to run PHP apps. Zend Server brings all necessary components to optimize performance. It came built-in with all of the optimization tools that NBS System needed in order to manage versioning, debug, boost performance, scale and manage periods of heavy traffic. It's no default Linux dumped in a virtual machine, it's specialized and maintained in an optimized state."

NBS System and Zend collaborate several times during the year in order to test, implement and review new features. These working sessions also enable the two companies to optimize the performance of NBS products and exchange global information about hosting and managed services.

"Zend helped us create all of our vertical and horizontal scalability extensions," Humeau continued. "The unique functionalities we provide to our customers, like E.T.C (Extended To Cloud), which enables the seamless deployment of Zend Cloud Server in a minute, are all automated and embedded and use Zend Server. With Zend Cloud, we can instantly deploy and scale up and down as needed, on demand."

"Zend Server provides the best SLA for business-critical applications," he added. "That is important to NBS, because our customers are mainly mid- to high-revenue professionals, and it is important that we pay close attention to keeping their applications high-performing and continuously available."

Last but not least, Zend Server also enabled NBS System to keep multiple parties happy in the process of troubleshooting. "Zend Server's analysis tools operate on 100% of the infrastructure components and of the application itself," said Humeau. "80% of time, the issue is related to the software layer, so it helps a lot to have Zend monitoring and Zend code tracing feature, which keep the process transparent and efficient. This helps us avoid the 'hot potato effect' toward the end customer, where everyone involved passes down the problem. The relationship between all involved parties stays healthy. We've also reduced costs, gained productivity and saved ourselves a lot of stress."

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"Zend Cloud is like the health spa of PHP applications," said Humeau. "90% of PHP apps that just come out fresh of Web agencies are slow and/or buggy. Zend Cloud allows our customers and web agencies to quickly identify the bottlenecks and problems. If the code is updated, it can also be watched for behavior modifications."

Adds Humeau: "Three years after launching Zend Cloud, we've already seen ROI, for ourselves and for our customers. Our sales and brand image are stronger due to the technology we can provide, and that has contributed to raise our market share. Our resources are also better sized to match our costs, so we're not wasting any money."

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