

NOHUP

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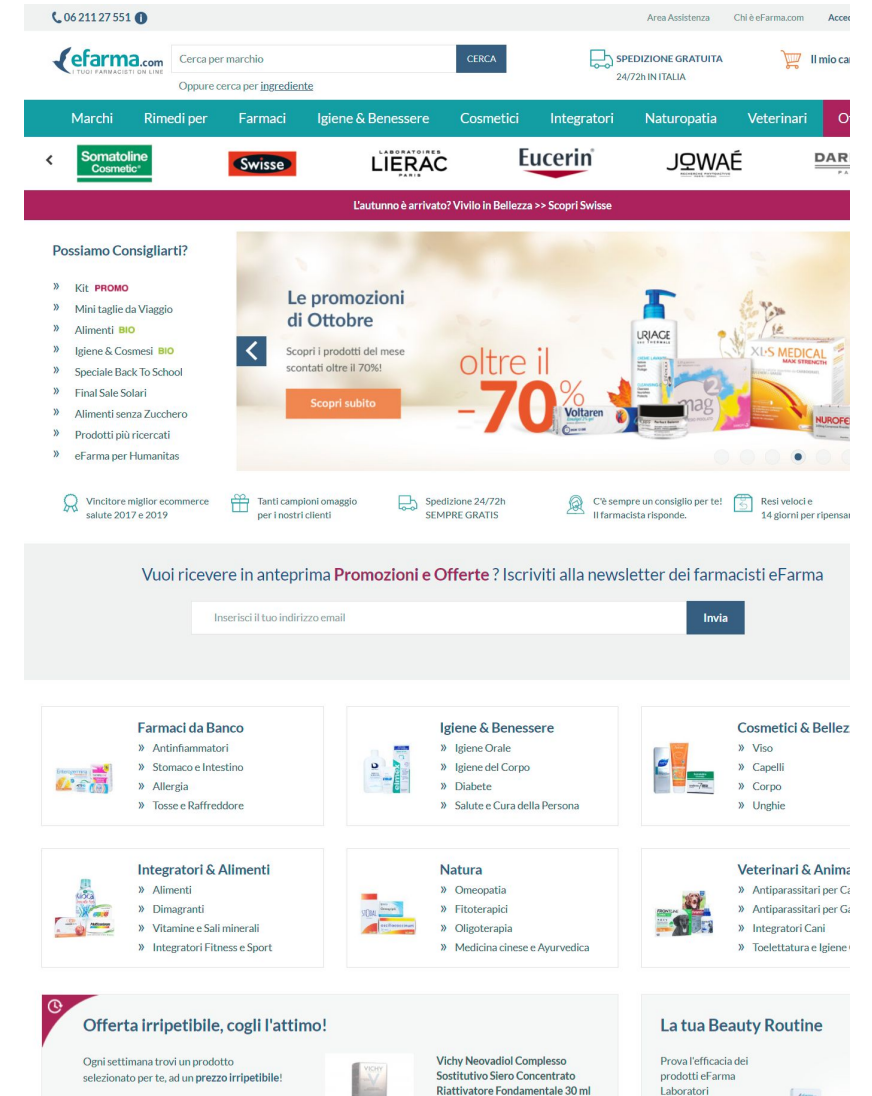
eFarma case study

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<p>The Company</p>	<p>eFarma.com is a privately owned, leading online pharmacy in Italy selling drugs and products for health and well-being.</p>
<p>The need</p>	<p>The main need was to deal with significant traffic peaks, ensuring in the meantime optimal performance in all circumstances.</p> <p>The high workload during promotional activities (advertising campaigns, black friday, etc.) often caused issues such as poor responsivity or site downtime, with a high loss in the number of purchases.</p>



The screenshot shows the eFarma.com website interface. At the top, there is a navigation bar with categories like 'Marchi', 'Rimedi per', 'Farmaci', 'Igiene & Benessere', 'Cosmetici', 'Integratori', 'Naturopatia', and 'Veterinari'. A search bar is present with the text 'Cerca per marchio' and 'Oppure cerca per ingrediente'. Below the navigation bar, there are several promotional banners. The main banner features a large '-70%' discount on October products, with a 'Scopri subito' button. Below this, there are several smaller promotional boxes for different product categories: 'Farmaci da Banco', 'Igiene & Benessere', 'Cosmetici & Bellez', 'Integratori & Alimenti', 'Natura', 'Veterinari & Anim', 'Offerta irripetibile, cogli l'attimo!', and 'La tua Beauty Routine'. Each box contains a list of products and a brief description.

The solution

Nohup performed the migration to Google Cloud Platform (GCP) and provided the architectural overhauls necessary to improve the availability and reliability, ensuring also a better scalability.

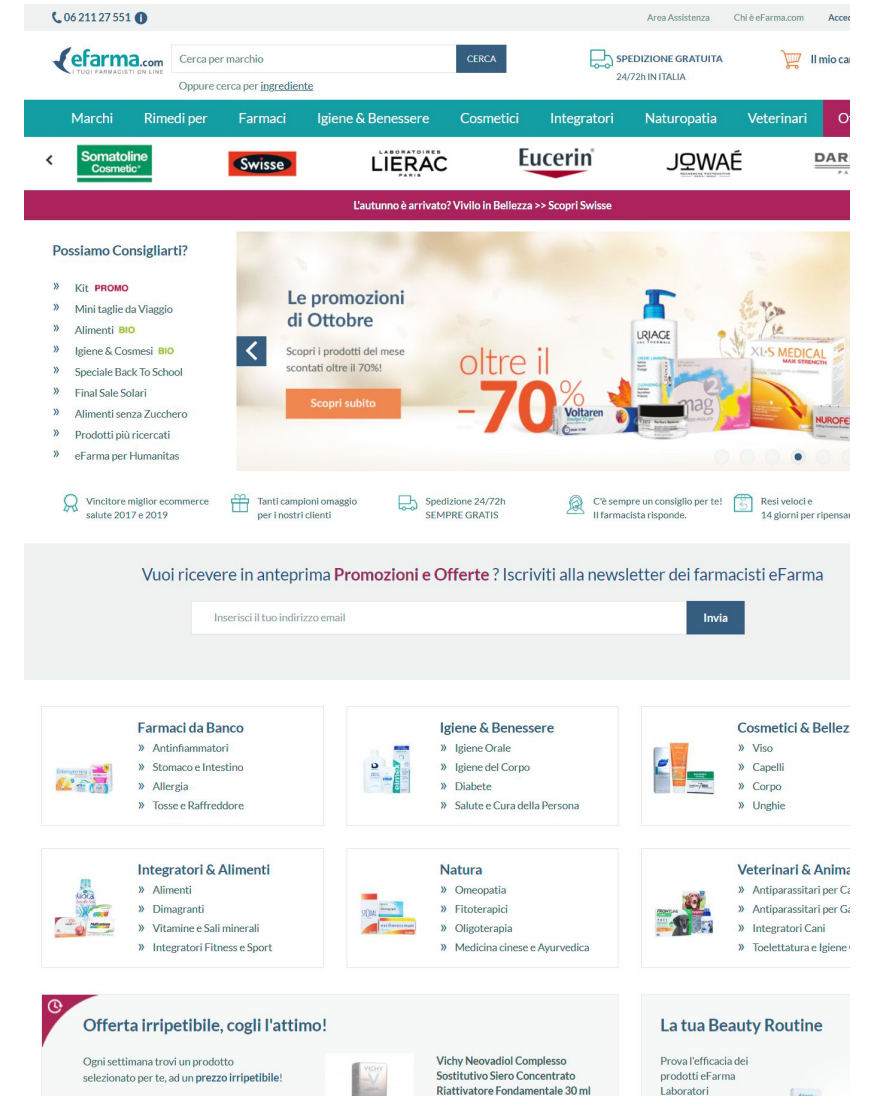
The GCP solutions offered a higher performance and more robust infrastructure than the previous systems at a comparable or lower cost.

Goals achieved

The new infrastructure improved stability and reduced page load times, with a significant improvement in reliability and organic traffic on the site. The site's performance in loading and rendering speed has improved by 30%.

eFarma no longer has problems absorbing traffic peaks around major seasonal events and advertising campaigns.

The costs were lower than the previous infrastructure thanks to an optimized use of the GCP resources.





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Thank you

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