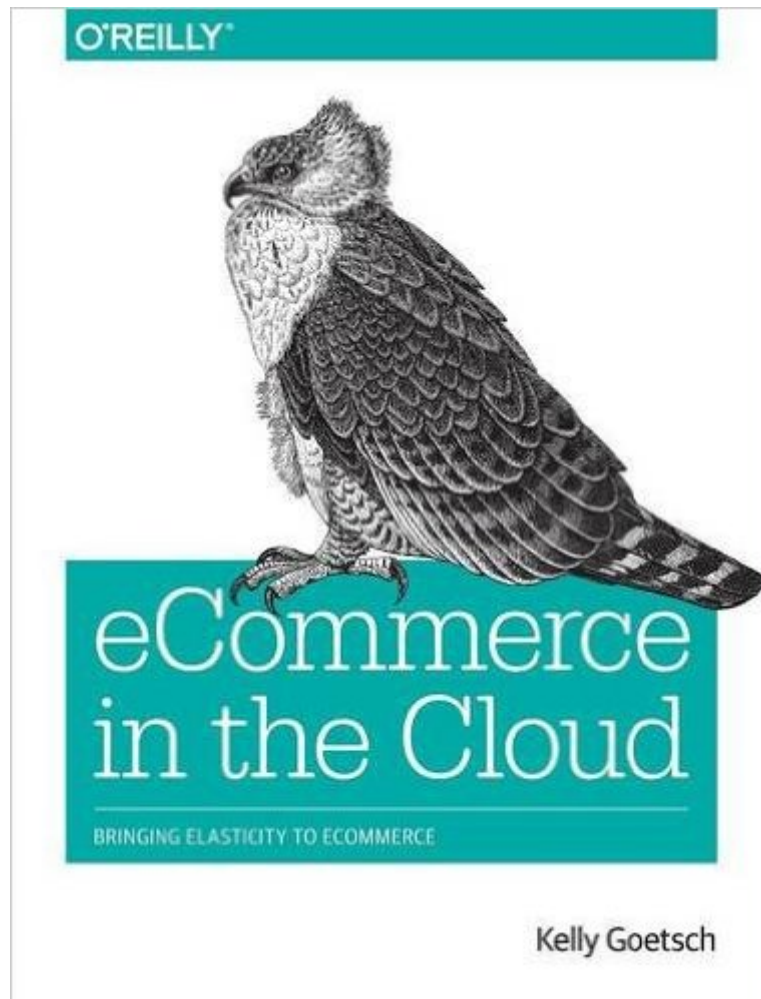# ECommerce In The Cloud: Bringing Elasticity To ECommerce

# Synopsis

Is your eCommerce solution ready for the cloud? This practical guide shows experienced and aspiring web architects alike how to adopt cloud computing incrementally, using public Infrastructure-as-a-Service and Platform-as-a-Service. You will learn how to marshal as much capacity as you need to handle peak holiday or special-event traffic. Written by eCommerce expert Kelly Goetsch, this book helps architects leverage recent technological advances that have made it possible to run an entire enterprise-level eCommerce platform from a cloud.Explore cloud service models: Infrastructure-as-a-Service, Platform-as-a-Service, and Software-as-a-ServiceLearn about public, hybrid, and private cloud deployment modelsUnderstand the impact of omnichannel retailing on platform and deployment architecturesBuild an auto-scaling solution that can quickly add or subtract hardware in response to real-time trafficRe-apply what you already know about security to the cloudRun a single eCommerce platform from multiple data centers, including several forms of multi-masterBuild a hybrid solution or deploy your entire platform to the cloudLearn application and deployment architecture for "cloud native" through legacy eCommerce platformsUse Software-as-a-Service for eCommerce, including Content Delivery Networks and Global Site Load Balancing services

# Book Information

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# Customer Reviews

There are no books out there today that actually describe a well formulated vision with

considerations for Omnichannel as this book.I recommend that architects should read this cover to cover to appreciate what modern eCommerce architectures should look like and also consider when designing and working out the value to the business.There are a few pages/diagrams repeated but persevere, its worth it. The last 2 chapters hang everything together. Particularly like the pyramid of maturity and expanded elastic level.

Every now and then, a brilliant book is written that caters to both the business person looking to get a fundamental understanding of a subject and an IT techie who needs to develop vendor neutral breadth and depth as part of their toolbox set of skills. This is that kind of book that Kelly has excelled in delivering. The reader, regardless of their background will get a solid fundamental understanding of the "Cloud", key architectural concepts needed to understand how this computing infrastructure is designed, planned, structured, and implemented. It is also vendor neutral which in turn gives the reader the educational foundation needed to properly assess what the current cloud vendor solutions are and how to intelligently compare them to each other. The illustrations are pragmatic with the right amount of detail so that techies with an IT architectural background will grasp how the "Cloud" framework is structured while not overwhelming the business user wanting to become well versed in this subject. Kudos to Kelly for a clearly articulated educational and informative book!

Kelly Goetschâ ™s book: eCommerce in the Cloud is right to the point and has great explanations. This book is good for a company who wants to create ecommerce. Though you might find that the book expects the reader to have some background knowledge, it still has good break downs and easy to follow visuals. The book employs many great teaching methods. To name a few, the visuals and tables depict concepts in a way to aid the reading. Also, the summaries at the end of the chapters bring up repetition and rephrasing to keep the information readily in mind. And finally, I really appreciate the light tone in which this book is written. It is very clearly written by an expert.

This book gives an excellent overview of the various concepts to consider when deploying an eCommerce solution in the cloud. Written in a way that is not boring and not too technical. If you need to get up to speed quickly on cloud technology, this book will get you there.

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