



eCommerce in the Cloud: Bringing Elasticity to eCommerce

By Kelly Goetsch



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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-Service
- Learn about public, hybrid, and private cloud deployment models
- Understand the impact of omnichannel retailing on platform and deployment architectures
- Build an auto-scaling solution that can quickly add or subtract hardware in response to real-time traffic
- Re-apply what you already know about security to the cloud
- Run a single eCommerce platform from multiple data centers, including several forms of multi-master
- Build a hybrid solution or deploy your entire platform to the cloud
- Learn application and deployment architecture for "cloud native" through legacy eCommerce platforms
- Use Software-as-a-Service for eCommerce, including Content Delivery Networks and Global Site Load Balancing services

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Editorial Review

About the Author

Kelly is Oracle's leading expert on large-scale eCommerce deployments, having architected, implemented and advised many of the largest eCommerce properties in the world. Kelly is director of product management in Oracle's Cloud Application Foundation group, where he is at the intersection of Oracle Commerce (a combination of ATG and Endeca, which Oracle both acquired in 2011) and the larger portfolio of Oracle products that power eCommerce. Kelly has written eight white papers on various topics related to large-scale eCommerce and regularly speaks on behalf of Oracle at industry events. He has filed for three patents and hold a Bachelor's degree in Entrepreneurship and a Master's degree in Information Systems Management, both from the University of Illinois at Chicago.

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