Azul Prime

Improving Retail & E-Commerce Site Experience, Performance and Cloud Costs with Azul Prime

Java enables global retailers and e-commerce companies to improve online transactions and in-store customer experiences. It also enables faster and easier development of customer-facing websites and applications in the cloud and on-premises.

Azul Prime Retail Customers

Retail and E-Commerce Java Challenges

Java application challenges can lead to unacceptable site experiences that immediately impact customer purchasing conversion rates, average order values, ad recommendations, customer loyalty, new customer acquisition costs, and even rising cloud costs. Using vanilla OpenJDK can lead to e-commerce application issues, including:

- Bad performance during unplanned spikes in traffic
- Overprovisioning for seasonal spikes/promotional activities
- Low effectiveness of just-in-time features like dynamic recommendations and ad placements
- High costs and cloud waste leading to missing forecasted budget targets

A high-performance Java platform is a better alternative.

About Azul Prime

Azul Prime is a high-performance Java platform that increases e-commerce site responsiveness, optimizes infrastructure costs and boosts operational efficiency of applications with performance SLAs. Platform Prime includes Azul Zing Builds of OpenJDK, enhanced for superior performance, consistency, and efficiency.

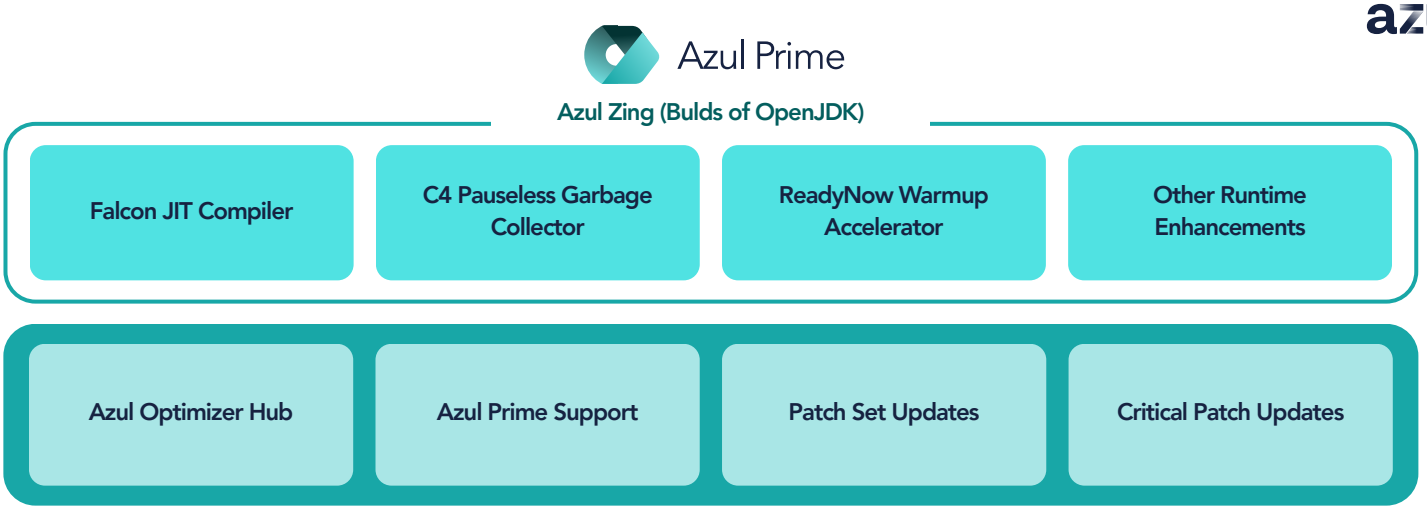
Retail and E-Commerce Use Cases:

- Maintain site stability during seasonal, variable high-traffic surges
- Time-bound promotions that increase order values
- Data driven sales and offer optimizations
- Drive site engagement and interactions to boost sales and increase inventory turns
- Exceed seasonal target customer purchasing conversion rates
- Analyze customer insights to improve personalization and predict buying behaviors
- Advance fraud detection to protect consumers

Benefits

- Increase shopper spending by optimizing the total number of JVM instances to serve loads, optimizing autoscaling costs
- Quickly scale to absorb spikes in demand, increasing average customer purchasing value based on historical buying behaviors
- Deliver predictable, low latency to deliver dynamic recommendations at checkout, improving inventory turn ratios and lowering carrying costs
- Reduce the cost of Big Data and analytics to improve merchandising, purchasing recommendations, conversions, and participation in customer rewards programs

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Azul Prime Features:

Faster code execution and faster Java applications. Optimize your code execution to take full advantage of latest processors with our Falcon JIT compiler.

Greater consistency at higher utilization levels. Reduce noise in CPU usage over time – and eliminate pauses, jitters and stalls with C4 Pauseless Garbage Collector.

Improved warmup with increased elasticity. Dramatically reduce disruptions and glitches while adding new instances. Runs at full speed from the outset – and adapts, learns, and propagates optimization profiles using ReadyNow.

Serve JVM optimizations faster. Run critical services external to the JVM in your cloud or on-premises environment with Optimizer Hub (OptHub). There are two services available with OptHub:

- **Cloud Native Compiler.** Separate the heavy lifting of compiling bytecode to optimized machine code from the actual running of Java applications.
- **ReadyNow Orchestrator.** Ensure consistent responsiveness and performance even as instances are brought up and down, and during critical times like a retail rush, start of the gaming day, or market open.

Azul Global E-Commerce Customer

Cloud Cost Optimization & Instance Resource Reduction	Improved Performance	DevOps & Operational Efficiency
• 40% compute reduction after transitioning 70+ e-commerce Java applications to Prime • Immediate reduction in required footprint for each application, increasing CPU efficiency by ~20%	• Pushed individual instance CPU% thresholds higher via incremental utilization increases • Increased elasticity adoption and reduced minimum pod counts per application	• Incremental, phased deployments with no changes in code or DevOps workflows • Improved confidence in CI/CD processes of small fixes for smoother fleet restarts • Eased deployment of new JVMs and optimized autoscaling, reduced overprovisioning statically scaled fleets

Request a Free Trial

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