

Magento goes into the cloud - Magento Enterprise SaaS and Cloud Computing

Date: 10-27-2009 01:51 PM CET

Category: [IT, New Media & Software](#)

Press release from: [symmetrics](#)



Hanover, Germany, 27th October 2009, The leading german Magento enterprise partner symmetrics gmbh presents a cloud computing infrastructure designed for Magento Commerce (Magento Cloud) based on the Amazon Web Services (AWS).

After 16 months of evaluating and developing, the infrastructure that is designed specially for Magento Commerce and which certainly at present is the most effective Magento hosting structure has been completed and productively put into operation. Existing customers are being migrated at short notice, new customers are able to use the infrastructure right away. With immediate effect, the Magento Cloud is an integrated part of the Magento enterprise software as a service offer (SaaS) that symmetrics introduced to the market as the world's first Magento partner at the beginning of the year.

The new e-commerce cloud computing service was especially and exclusively developed for Magento and perfectly optimized to the needs of medium- and large-sized enterprise customers in the e-commerce sector. The Magento enterprise SaaS offer was supplemented with this highly innovative solution, in order to create long-term suitable hosting components for enterprises. As the world's first provider, symmetrics thus has one of the most effective and trendsetting infrastructure concepts for Magento worldwide and takes the technological lead for the second time after the Magento SaaS-Platform. The infrastructure can be applied in all countries all over the world with main focus on Europe and the USA.

The hosting infrastructure particularly aims at medium- and large-sized online shops. Both cloud shared clusters and cloud dedicated clusters are available which permit thousands of simultaneous page views and several million successive page impressions. The entire Magento based cloud offers virtually infinite scaling possibilities like no other cluster system. The sky's the limit: from automatic scaling in the case of temporary or permanent peak demand by and on-demand scaling to periodic demand. The way of scaling can be: by any factor, in order to enable the necessary number of servers within a few tens of seconds It is unnoticeable for the end customer and payment is both flexible and transparent. All clusters have been designed with high availability and extensiveness, offer an extensive backup strategy and sensational performance values. Most notably, there are no trips at extreme loads because the extensive load balancing takes care of an optimal distribution of

load in the cluster.

“Extensive load and performance tests have revealed excellent results prior to the official introduction” is what the symmetrics co-founder and CEO Boris Lokschin is pleased about. He comments this important step further: “Our company strategy consistently aims at the current leading Magento open source enterprise e-commerce system in the long term. We have introduced an important module to the market with our worldwide unique Magento based enterprise SaaS solution for medium- and large-sized traders. The Magento Cloud was a further contribution in our consistent strategy because cloud computing solutions will become more and more important in the years to come, especially in the enterprise environment, due to the important features like performance, stability and scalability and particularly dynamic on-demand payment (“pay per use”). I am glad to be one of the innovative pioneers in e-commerce and to have designed such an operational model for a product like Magento. This innovation will put Magento in an even better position for the large online sellers.”

More technical and price information can be found on the symmetrics Website: www.symmetrics.de. We look forward to your contacting us via our Website or at forthcoming events where the topic of Magento Cloud will be introduced in detail:

- Meet Magento 2, on 2nd November 2009 in Frankfurt, with a presentation and as an exhibitor
- Bargento 3, on 9th November in Paris, with a presentation (in English)
- ConventionCamp, on 26th November in Hannover, with a presentation
- OnLine World 2010: On 20th and 21st January 2010, Bonn as an exhibitor

Magento Enterprise Partner symmetrics gmbh from Hanover, Germany realizes e-commerce solutions for medium- and large-sized customers on the basis of the Magento Enterprise Edition as well as interfaces and extensions. As a Magento strategic partner, we are in immediate dialog with Varien for maximum added value and success of our customers and partners. As the first Magento partner, our team was certified as Magento certified developer in multi-stage tests and in the process, the highest level of technology and development was attested.

As the world's only Magento partner, we provide Magento enterprise software as a service model (SaaS) for medium- and large-sized online and mail order companies incl. cloud cluster hosting, enterprise support, upgrades, additional functions, interfaces and connections of service partners like payment, certification, statistics, ERP, credit screening, collection, affiliates, SEO and many more. Our Magento cloud computing infrastructure is the world's leading Magento hosting solution for enterprise customers on the market at present. For further information go to: www.symmetrics.de

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