

N11.COM SUPPORTS RAPID E-COMMERCE GROWTH WITH RED HAT CLOUD INFRASTRUCTURE



SOFTWARE AND SERVICES

- Red Hat® Cloud Infrastructure
- Red Hat Enterprise Linux®
- Red Hat CloudForms®
- Red Hat Satellite
- Red Hat Virtualization

n11.com, Turkey's leading web-based consumer marketplace, has grown to more than 11 million users in four and a half years. To ensure its online platform can keep pace with continual growth, the company decided to expand its Red Hat infrastructure from Red Hat Enterprise Linux by adopting Red Hat CloudForms, Red Hat Satellite, and Red Hat Virtualization—software included in Red Hat Cloud Infrastructure, an integrated private cloud offering for scale-up traditional workloads. As a result, n11.com cut its virtualization costs by 50%, improved IT teams' productivity, and gained the agility to launch and market new services in response to evolving user demand.



HEADQUARTERS



E-COMMERCE

288 EMPLOYEES
US\$2 BILLION 4.5-YEAR
 TRADE VOLUME

“At this crucial period of growth for the business, as we establish ourselves in the market, we’ve been able to rely heavily on Red Hat’s expertise. We retain a degree of freedom with no vendor lock-in but have the certainty of working with Red Hat.”

ALPER UMIT YILMAZ
 I.T. SERVICES AND SYSTEMS OPERATIONS MANAGER, N11.COM

BENEFITS

- Gained access to local enterprise support and expert guidance
- Achieved faster time to market for new campaigns and services
- Decreased virtualization costs by 50%
- Improved IT productivity with expanded automation and self-service capabilities



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INVESTING IN BUSINESS GROWTH

Launched in April 2013, n11.com is a consumer e-commerce platform. The platform has reached over US\$2 billion in trade volume, with more than 11 million users, 64 million products sold, and 2.14 billion site visits. The company works with more than 80,000 business partners.

To support this dramatic business growth, n11.com needs a robust, highly available, and flexible IT infrastructure. While the company was interested in the innovation of open source technology, it required enterprise-level support to avoid risk of failure and downtime that would affect its online retailers.

“Having an enterprise-grade IT infrastructure has always been important to us, but it has to be flexible. If you don’t have flexibility in your infrastructure, there is no way you can respond to customer behavior,” said Alper Umit Yilmaz, IT services and systems operations manager at n11.com. “We had a team of four managing our entire infrastructure: storage, backup, security, middleware, and databases,” said Yilmaz. “We cannot afford dips in performance, so any investment in support to help our team is an investment in our future.”

DEPLOYING SUPPORTED ENTERPRISE INFRASTRUCTURE

n11.com chose to use Red Hat Enterprise Linux as the foundation of its IT infrastructure, due to Red Hat’s reputation for stable, robust software products. Red Hat Enterprise Linux provides a fully virtualized system for the company’s new applications, virtual environments, and hybrid cloud computing environment—all with the assurance of local expert support.

With its recent growth, n11.com decided to add cost-effective automation capabilities by upgrading its Red Hat deployment and migrating its VMware services to additional Red Hat software solutions:

- **Red Hat Satellite**, an infrastructure life-cycle management product that helps the company centrally ensure its Red Hat infrastructure is running efficiently, securely, and in compliance with standards.
- **Red Hat CloudForms**, a cloud management tool that offers policy-controlled, self-service environments for cloud users. It can detect and respond to environment changes by tracking activities, events, and configuration changes.
- **Red Hat Virtualization** provides a cost-effective, integrated alternative to VMware for creating and managing virtualized environments.

These solutions are part of Red Hat Cloud Infrastructure, a comprehensive private cloud offering for scale-up traditional workloads that helps bridge the gap between traditional virtualization and modern private cloud environments.

MEETING CHANGING USER DEMANDS

ACCESS TO EXPERT GUIDANCE AND INNOVATION

Red Hat software subscriptions include 24x7 access to technical experts and self-service resources. As a result, n11.com can quickly resolve issues, no matter the size of its internal IT team. Support from Red Hat and local Red Hat partner Linux Era also helps the company control its investment in full-time employees.

“We’ve since grown the IT team to 22 employees, but recruitment in Turkey is challenging,” said Yilmaz. “There are very few businesses like our ours, and it’s not easy to bring in the right staff. At this crucial period of growth for the business, as we establish ourselves in the market, we’ve been able to rely heavily on Red Hat’s expertise. We retain a degree of freedom with no vendor lock-in but have the certainty of working with Red Hat.”

An ongoing relationship with Red Hat also ensures n11.com stays up to date with the latest developments and innovation in the open source community. “Technology changes. Our developers are happy, but they’re also hungry for more,” said Yilmaz. “Working with open source through Red Hat helps us satisfy their desire for innovation.”

DECREASED VIRTUALIZATION COSTS

Migrating from VMware to Red Hat has helped n11.com access all of the capabilities and resources needed to manage a virtualized environment in one product, eliminating duplicate costs.

“Before, we were taking up to a day to provide developers with the tools they needed, even while paying for both Red Hat and VMware services,” said Yilmaz. “Now, we’re saving more than 50% on virtualization costs alone.”

GREATER BUSINESS AGILITY

n11.com is now more dynamic and user-focused for both buyers and sellers. Better IT infrastructure management using standardized templates and processes, as well as automation, has expanded self-service capabilities and shortened development times. As a result, n11.com can efficiently create more targeted services and marketing campaigns, responding to market conditions.

“We’re #1 in the market, but new arrivals are competing with us,” said Yilmaz. “With Red Hat Cloud Infrastructure, we can schedule campaigns using approved templates. We’re far more flexible.”

At the same time, Red Hat’s enterprise software ensures stability and availability for critical systems. “Red Hat Cloud Infrastructure remains stable with every release and includes the support we need, should issues arise, to ensure our services are not interrupted,” said Yilmaz.

INCREASED I.T. PRODUCTIVITY

Increased automation and self-service capabilities keeps n11.com’s IT team focused on creating and improving services, rather than completing lower-value routine tasks.

“We’re now better at planning and delivering the right level of resources,” said Yilmaz. “Provisioning that previously took a day now takes a minute with Red Hat CloudForms. Developers can create virtual machines, with appropriate services, without needing IT to step in. That shift has had a huge impact on our operations. We’re not fully automated yet, but we’re close.”

For example, the company can now launch weekly highly targeted marketing campaigns, compared to two or three a year. With a majority of n11.com’s users—including both buyers and sellers—paying a monthly subscription for an upgraded service, this change helps the business create and promote compelling new service features to stay competitive.



CUSTOMER CASE STUDY n11.com supports rapid e-commerce growth with Red Hat Cloud Infrastructure

PLANNING FOR MICROSERVICES

Supported by Red Hat software, future business development is already in progress at n11.com. The company will soon launch n11pro.com, a new business-to-business (B2B) wholesale platform for customers and suppliers. Within n11pro.com, thousands of manufacturers and other businesses will be able to offer millions of products, including raw materials, spare parts, and cosmetics. This platform also provides customers with quick and easy access to a variety of payment options, such as using multiple credit cards and deferred payment.

“n11.com was created in six months with monolithic infrastructure,” said Yilmaz. “n11pro.com will be created with microservices using Red Hat OpenShift and container technology.”

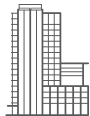
These solutions, combined with the company’s existing Red Hat infrastructure, will provide the necessary enterprise support, Payment Card Industry (PCI) certification, and image migration capabilities for n11pro.com to succeed.

“OpenShift fits the core of what we’re looking to do,” said Yilmaz. “We’re planning to use OpenShift as our infrastructure software for many years.”

ABOUT N11.COM

Launched in April 2013 as a joint venture between SK Holding in South Korea and Dogus Group in Turkey, n11.com is a business to consumer (B2C) e-commerce platform. Since its foundation, the platform has reached over 2 billion dollars in trade volume, over 80,000 business partners, over 11 million users, 64 million products sold, and a total of 2.14 billion visits.

ABOUT RED HAT



Red Hat is the world’s leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.



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