



Best Practices for Black Friday

We don't want you to just survive Black Friday, but thrive. To ensure Black Friday is successful for you and your customers, we have created a few important best practices:

Reminder: A higher amount of transactions results in a higher number of customer support requests.

Know your customer locations: Global businesses need to keep multiple time zones in mind. Black Friday will start earlier in Eastern time zones and end later for shops in western time zones.

Plan your features in advance: It's important to plan out any feature additions to your Spryker Commerce OS well before the launch of any Black Friday campaign. The addition of features at the last minute will increase your risk of technical issues.

On-Call Emergency Black Friday Support

We are happy to announce our extended emergency support hours to ensure you are fully covered during this high-traffic time, and your customer has the best Black Friday experience possible.

You can contact support during the normal business hours of **09:00 to 17:00 GMT** through support.spryker.com and during any of our extended Black Friday support hours for **emergency issues only**.

25/11 Monday	26/11 Tuesday	27/11 Wednesday	28/11 Thursday	29/11 Friday	30/11 Saturday	01/12 Sunday
17:00 - 20:00	17:00 - 20:00	17:00 - 21:00	17:00 - 22:00	17:00 - 23:59	00:00 - 23:59	00:00 - 23:59

02/12 Monday
17:00 - 20:00

Spryker's Customer Success Team Members Available During Emergency Service Hours:

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Please Have the Following Information Ready:

- Hosting type? Cloud, on-premise, AWS, Azure, etc.
- Is the IT landscape as a diagram or chart available?
- Provide access to monitoring tools. Such as Newrelic, Tideways, ELK Stack, Cloudwatch, etc.
- What is the Spryker version?
- What is the Spryker type? Demoshop or suite
- B2B or B2C?
- Provide access to the infrastructure, if possible. SSH, etc.
- **Clarify the issue type based on the following:**
 - Downtime
 - Slow Performance
 - Fatal Error
 - 5XX (HTTP error code)
 - Exception
 - Checkout
 - Homepage
 - PDP
 - Search
 - Catalog
 - Order Processing
 - Payment
 - 3rd Party Integration

Ensure a great Black Friday customer experience by taking these measures to prepare:

Infrastructure, Hosting Provider

Find a complete guide on how to enhance your Spryker Shop performance through the Spryker Documentation:

<https://documentation.spryker.com/guidelines/performance-guidelines.htm>

1. Prepare or buy in advance the stand-by/hot-spare compute nodes
2. Prepare the sizing of Redis/ElasticSearch/Database services
3. Have clear procedures for adding a new compute node to your cluster and remove one from it

Important note: Consider having this fully automated as it allows you to easily change your cluster configuration

4. Have content delivery services in place to deliver images or other static binary data
5. Make sure correct caching headers are set for static content
6. (<https://developer.mozilla.org/en-US/docs/Web/HTTP/Caching>)
7. Consider configuring HTTP2 and response compression
8. Make sure infrastructure monitoring is in place so you can watch for errors or issues
9. Test your deployment: you should be able to quickly deliver fixes if needed

Important note: Global businesses should co-locate infrastructure and your customers





Application, Development team (agency or customer)

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1. Disable features that might have no value during Black Friday. This action will add additional overhead:
 - Persistent Cart
 - Evaluate project features for this same reason
 - **Make sure that there are no Yves (front-end) pages executing multiple Zed (back-end) requests.** The best case is 0 or max 1 call per request, but not on each page load
 - **Evaluate your code:** maybe there is somewhere too verbose logging, which is not so useful but adds overhead
2. Check your integration processes:
 - Asynchronous should be able to handle expected amounts of data
 - Synchronous should be able to handle the expected amount of requests in the expected time per request
 - Make sure that your ERP or back-end systems are capable of processing the expected number of transactions
3. Talk to partners integrated for checkout (e.g. Payment Providers, Fraud Checks, etc.) These need to be prepared to handle expected volumes of transactions
4. **Preload all relevant data in advanced:** new products, prepare discount rules but mark them disabled, etc.
5. Make sure application monitoring is in place so you can watch for errors or issues

Important note: You can find documentation for this for each of our integration partners here: https://documentation.spryker.com/industry_partners/performance/performance-partners.htm

Performance Tests, Development Team (agency or customer), Hosting Provider

1. Determine the critical journey that your customers will follow:
 - Journey before the checkout
 - Journey in the checkout (what are the most popular payment or shipping methods?)
2. Prepare test plans and execute tests. You can use different tools for this, including jMeter, LoadRunner, and BlazeMeter
3. Confirm that test results match the expected load or analyze and optimize bottlenecks
4. Test external systems to make sure they handle the expected load

Very Important Note: **Run a rehearsal.** Execute the tests with higher numbers than you expect to verify you still have stability and room to handle all in-coming customers.

