

Scaling for Success: How NOTHS Prepared for Peak Trading

Not on the High Street (NOTHS) is an online marketplace that sells a wide range of over 250,000 products on behalf of over 3000 curated partner organizations. Founded in London in 2006, NOTHS is one of Britain's best-known online marketplace retailers, helping customers source a wide range of handmade and personalised goods.

NOTHS stands as a beacon of creativity, diversity, and innovation in the increasingly homogenized retail landscape. The platform is dedicated to showcasing products from small UK brands, offering customers a refreshing alternative to the mundane shopping experience that dominates the market.

Six

weeks to setup & complete the work.

Monthly site visits during peak

3m

25

performance assets created

Brief

- NOTHS faced concerns about their platform's ability to cope with peak trading periods, such as Black Friday and Christmas.
- Some workload modeling and performance testing had been conducted previously, but it was limited to a thin set of core user journeys.
- The true website performance remained unproven.

Challenges

- Spike provided the performance experts to collaborate with NOTHS technology teams to define the right strategy & approach.
- We created a test pack to deliver the necessary throughput to test the defined workload model.
- Scaling the AWS cloud-based infrastructure ready for testing.
- Mentoring sessions for the NOTHS team to undertake further testing where needed.

Summary

- Provided the business with the confidence that the NOTHS marketplace was ready to meet the demands of peak trading.
- Determined the optimal scale of the production environment ahead of peak trading.
- The NOTHS team now have the necessary assets and skills to execute performance testing themselves.



Don't just take our word for it

The team were instrumental in providing the skills, support and training needed to ensure our platform's stability during peak times.

Head of Technology, NOTHS

Want to know more?



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