

Case Study

# MercadoLibre

"Best performance at the best price"



## // **Twenty times** better than competing solutions

### **Best performance at the best price**

With a market of over 550 million people and a region with one of the world's fastest-growing Internet penetration rates, MercadoLibre is the largest online trading site in Latin America. MercadoLibre is the current market leader in 14 countries, such as Argentina, Brazil, Chile, Colombia, Ecuador, Mexico and Venezuela. Its e-commerce platform is comparable to eBay. For MercadoLibre, fast access to the web pages is crucial for its business and its customers, too.

*"Varnish is the best and cheapest of all the open source alternatives for web caching."  
-Rodrigo Benzaquen, IT-Director, MercadoLibre*

### **Faster web experience**

Varnish cache is a web accelerator written with flexibility and velocity in mind. Its modern architecture allows a significantly better performance, up to twenty times faster than competing products. Varnish stores web pages in memory. This means that web servers do not have to create the same web page over and over again. The web server only recreates a page when it is changed. Additionally, Varnish cache speeds up websites, since it serves web pages much faster than any other application server.

Varnish cache is implemented in the web infrastructure for all 14 countries where MercadoLibre is present, for the users' benefit. The e-commerce site has 47 million registered users in total. The websites performance and speed are essential to keep the customers satisfied.

*"We were no longer in doubt when we tried Varnish. Among the many solutions we have tried, no one could match Varnish when it comes to speed, performance and price".  
-Rodrigo Benzaquen, IT-Director, MercadoLibre*

## Open source match

“Our pages load really fast with Varnish. It is a very reasonably priced solution and has the best performance. No wonder we are happy with it and so are our customers”, affirms Benzaquen

MercadoLibre literally means “free market” in Spanish. It is open for anyone to register, and is used for online e-commerce. Openness is in the backbone of MercadoLibres organizational culture.

“MercadoLibre is a truly open company, also when it comes to IT. Our IT infrastructure is based on open source. It was natural for us to search for an open source web caching solution as well”, continues Benzaquen.

---

## No one could match Varnish

MercadoLibre previously used a competing vendor for web caching, but discovered that they could no longer fulfill their performance needs. They started the search for a new web caching solution by reading blogs and searching the web and tried several other solutions before they found Varnish

“We were no longer in doubt when we tried Varnish. Among the many solutions we have tested, no one could match Varnish when it comes to speed, performance and price. I am convinced that it is the best open source solution for web caching on the market”, affirms Benzaquen.

---

## Customized for better performance

MercadoLibre gradually implemented Varnish cache in its infrastructure, putting more and more web traffic through the solution. Presently, all traffic in each of the 14 countries where MercadoLibre operates runs through Varnish. The implementation phase was smooth. Redpill Linpro, the parent company of Varnish Software, supported the configuration and tuning. Redpill Linpro is nowadays a partner of Varnish Software and offers installation, integration, operation and support.

## Challenge

Hosting the largest online e-commerce platform in Latin America, MercadoLibre needed a new web caching solution to speed up performance on the web pages and to satisfy its 47 million users.

---

## Solution

After testing several solutions, MercadoLibre tried Varnish cache, leaving no doubt that this was the best solution. The implementation was conducted flawlessly, tuned for MercadoLibre's needs by Redpill Linpro's experts. Gradually, more and more traffic has gone through Varnish. MercadoLibre's solution was Varnish, the open source web accelerator that has seen a massive global increase in downloads and implementations since it was first launched in 2006.

---

## Benefits

Web page performance and speed has increased for MercadoLibre. Its customers are more satisfied, the costs are reduced, and availability is now much better.

## About MercadoLibre

MercadoLibre is the largest online trading platform in Latin America and recognized in 2010 as one of the 30 hottest brands in the world. The company is the market leader in e-commerce in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay and Venezuela, based on unique visitors and page views during 2008. Additionally, MercadoLibre has recently launched online trading platforms in Costa Rica, the Dominican Republic, Panama and Portugal. With a market of over 550 million people and a region with one of the world's fastest-growing Internet penetration rates, MercadoLibre provides buyers and sellers a robust online trading environment that fosters the development of a large and growing e-commerce community. MercadoLibre offers a technological and commercial solution that addresses the distinctive cultural and geographic challenges of operating an online trading platform in Latin America.