SLI Systems builds e-commerce resilience ahead of the holiday shopping season

SLI adds redundant DNS capability to provide added protection against denial of service attacks helping to ensure e-commerce site availability in the lead up to Christmas.

CHRISTCHURCH, New Zealand – December 7, 2016 – [SLI Systems'](#) (SLI.NZ) customers around the world have entered the Christmas holiday period confident that their site-search services are well protected against denial of service attacks such as those that crippled the sites of major e-commerce companies in October.

Ahead of Black Friday, the day after Thanksgiving in the US and one of the most important shopping days around the world, SLI Systems added redundant Domain Name Server (DNS) capabilities to its suite of solutions. This has enhanced SLI's redundant servers to provide greater assurance of continuous service if one of its DNS providers is crippled for any reason, like a denial of service attack.

The move followed the October cyberattacks on the US DNS provider Dyn, which degraded the service of companies such as Twitter, Spotify, Netflix and Amazon.

SLI Cofounder and Chief Information Officer Michael Grantham said: "Adding this additional DNS capability is part of SLI's process of continuous improvement. Site reliability is critical. We understand that when an e-commerce site is down it is not only losing sales, it is also degrading its brand value.

"SLI's services are backed up by redundant hardware and hosting facilities. They are managed with automated monitoring and testing to ensure reliability at scale and this ensures visitors to our customers' sites are always able to find the products and services they are looking for.

"Although Black Friday started as a US phenomenon it has been adopted by retailers around the world. SLI sees its customers in the UK, Brazil, Australia and now New Zealand taking advantage of Black Friday to offer great deals. For example, Harvey Norman and Noel Leeming both offered Black Friday promotions.

"Online shopping will continue strongly until just before Christmas with peaks often dictated by shipping schedules. In the US, retailers have created another day called free shipping day on December 16, which provides another peak in transactions," Mr Grantham said.

About SLI Systems

[SLI Systems](#) (SLI.NZ) accelerates e-commerce for the world's top retailers by generating more traffic, converting shoppers into buyers and maximizing order values through solutions that improve site search, navigation, mobile, merchandising, personalisation, recommendations and SEO. For 15 years, established brands have trusted SLI Systems to deliver innovative features and knowledgeable service, and SaaS-based infrastructure to delight customers and increase revenue. The SLI Buyer Engine™ combines user behaviour and machine learning to accurately predict what shoppers are most likely to buy, shortening the path to purchase. The SLI Control Center™ organizes key sales insight and tuning capabilities into one easy-to-use console. SLI is the most chosen cloud-based site search provider to U.S. Internet Retailer Top 1000 retailers.

The company operates on five continents, powering more than 800 websites and offering solutions in 20 languages. For more information, visit www.sli-systems.com.

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