The problem is well-known: hungry green pigs have stolen the eggs from a flock of brightly-colored birds. To retrieve the eggs, the birds catapult themselves at the pigs’ hideouts. A lesser known fact is that Angry Birds, the addictive smartphone app, is also available as a PC game and in a large variety of stuffed animals and accessories. Commissioned by Finnish entertainment media company Rovio, AOE implemented the new Angry Birds web shop in the Amazon cloud using the Enterprise version of the Magento E-Commerce solution. The online shop is available on all continents and supports country-specific currencies.

The Challenge
Rovio was looking for a flexible shop system that can grow with its needs, and chose AOE, an international Magento Gold Partner with extensive experience in E-Commerce and performance optimization. One of the challenges was the hosting and handling of rapidly growing, already-high, user volumes. More than one billion downloads of the app have made Angry Birds an absolute bestseller. Each new version of the game creates massive peaks in portal traffic.

Case Study: Angry Birds
Global Merchandising Portal

Marketing
Marketing campaigns can be updated in Magento, a system that recognizes the output device and shows the appropriate content. Giftcards and voucher codes are generated for special events.

Third-Party Systems
The new store is linked to 4 third-party systems. Braintree handles payments, Shipwire stocking and shipping. The third system is a DRM-server, the fourth comprises a mail service.

Responsive Design
A responsive design adjusts the entire Angry Birds shop to any display format, guaranteeing an optimized shopping experience, whether the platform is accessed by PC or mobile device.

"Thanks to AOE and Magento, we now have the technical capabilities to efficiently handle the increasing traffic from all around the world to our web shop. Now we can concentrate on delighting our customers by providing an enjoyable and seamless shopping experience, for which Magento provides an exhaustive set of tools."

Lauri Turtiainen
Retail Analyst & Project Manager
Rovio Entertainment Ltd.
The Solution

AOE implemented the hosting of the Magento web shop with the world’s highest traffic volume in the Amazon AWS cloud. The advantage: The Rovio web shop scales automatically – if usage increases, new servers are brought online in seconds and are ready to accept orders within just a few minutes. Rovio is therefore one of the first Magento Enterprise shops to utilize 100% automated scaling. Highly optimized caching enables the store to easily handle several thousand requests per second.

Result

Rovio needed a capable technology partner for online sales. AOE successfully met all the requirements for a flexible web shop with scalable hosting and high performance. Now nothing can stop the colorful little birds on their quest to achieve stuffed animal world supremacy.