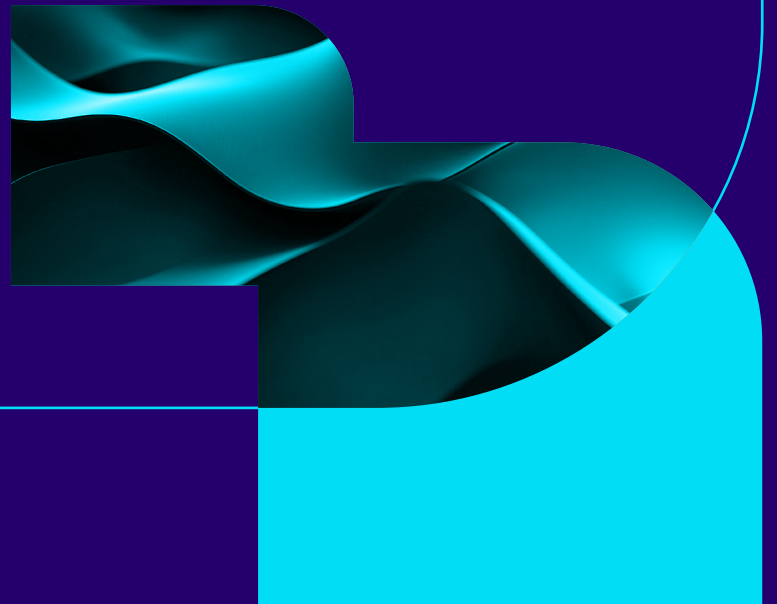




YOUR STORE
WIZARDS

Case Study

**YOUR STORE WIZARDS SAVES
OVER 2,000 HOURS**
*of infrastructure management
with managed OpenSearch*



Industry

- eCommerce technology

Technologies used

- OpenSearch

Your Store Wizards provides affordable and creative custom programming solutions across multiple e-commerce platforms to bring merchants' unique ideas to life. Operating for over 25 years, they specialize in building flexible storefronts designed to improve SEO, increase conversion rates, and boost overall profitability.



Challenges

- Scaling real-time search across several hundred eCommerce stores with growing catalog and query volume
- Maintaining fast, sub-second search and autocomplete performance at scale
- Avoiding dedicated engineering resources for infrastructure management



Results

- Delivered consistent, low-latency search across millions of weekly queries
- Eliminated the need for one full-time engineer (2,000+ hours or 260 days annually)
- Reduced operational overhead with a stable, low-touch managed platform

For more than 25 years, Your Store Wizards has built a reputation for helping online retailers solve complex storefront challenges through custom development and optimization. Supporting platforms such as Shopify, BigCommerce, and Turbify, the company focuses on delivering long-term value by improving user experience, streamlining operations, and driving conversion.

Search sits at the center of that mission. To better serve its customers, Your Store Wizards developed its proprietary platform, Search Magic, which powers product discovery across hundreds of online storefronts. Whether a shopper is browsing a category page or using autocomplete, they expect search to be fast, relevant, and reliable.

For Brett Bittke, a developer who has been with the company for more than a decade, that expectation shaped how the team approached infrastructure decisions. "We're really focused on giving stores clean, fast search results," said Bittke. "That's a core part of the experience for their customers, so it has to just work every time."

As Search Magic expanded to support more stores and larger catalogs, the team needed an infrastructure foundation that could keep pace without slowing innovation.

Scaling search infrastructure without adding complexity

Before adopting Instaclustr, Your Store Wizards relied on Elasticsearch as part of a legacy environment that came through an acquisition. The system worked well, but when that platform began to sunset, the team had to make a decision about how to move forward.

At the same time, the scale of their operation was steadily increasing. Search Magic was supporting several hundred active stores, some with catalogs reaching into the hundreds of thousands of products. Weekly query volumes climbed into the millions, driven by both category browsing and autocomplete interactions.

Delivering consistent performance at that scale required more than just raw capacity. It required careful indexing, efficient data pipelines, and a system that could maintain low latency even during peak demand. Customers expected search responses in under a second, with autocomplete often returning results in a fraction of that time.

Bittke and his team knew they could build and manage that infrastructure themselves, but it would come at a cost. "If we were managing the search infrastructure ourselves, it would take at least one full-time engineer just to keep everything running," said Bittke. "That's time we'd rather spend actually improving the product."

The team needed a solution that would allow them to scale performance while keeping their engineering focus where it mattered most.

Delivering managed search with instaclustr

Your Store Wizards ultimately partnered with Instaclustr, deploying a managed OpenSearch environment to replace its previous Elasticsearch-based setup. OpenSearch gave the team a scalable open source search engine capable of handling large volumes of indexed data while maintaining fast query performance, even as the number of stores and search requests increased.

Instaclustr's managed service removed the operational burden that typically comes with running search infrastructure in production. This includes cluster provisioning, monitoring, maintenance, and scaling, enabling Your Store Wizards to operate without allocating internal engineering resources to ongoing infrastructure management.

"From our perspective, it's been a very hands-off experience," said Bittke. "We're not having to spend time thinking about or managing the underlying infrastructure, which is exactly what we were looking for."

Instaclustr also played a key role in supporting the transition itself. Working closely with the Your Store Wizards team, they helped plan and stand up a new OpenSearch environment, ensuring a smooth migration from the legacy platform to a more scalable, fully managed architecture. "The migration was very straightforward," said Bittke. "We were able to move everything over in less than 12 hours without major disruption."

Since then, the platform has required minimal day-to-day oversight, providing a stable foundation for Search Magic without introducing additional operational complexity. "From an operations standpoint, it's been very low touch," Bittke said. "Day to day, we're not spending time managing issues or troubleshooting, which makes a big difference for our team."

Within their broader architecture, OpenSearch integrates with MySQL databases for core data storage and Redis caching to accelerate response times, while APIs and webhooks manage data flow and indexing. For larger stores, indexing updates can occur as frequently as hourly, ensuring that product data stays fresh and accurate.

Driving performance, efficiency, and future growth

With Instacluster in place, Your Store Wizards has been able to scale its search platform with confidence. Today, Search Magic supports hundreds of active stores and processes millions of queries each week, all while maintaining strong performance and reliability.

The team has significantly reduced the operational burden associated with managing search infrastructure. The team estimates that managing OpenSearch in-house would require the equivalent of one full-time engineer, or more than 2,000 hours per year, about 260 working days. By working with Instacluster, Your Store Wizards removes the need to dedicate that level of time to infrastructure management. "The biggest benefit is just not having to worry about it," said Bittke. "When something's running well and you don't have to think about it, that's a huge win."

Instead of dedicating engineering time to maintenance, the team can concentrate on refining search relevance, improving performance, and expanding capabilities within the Search Magic platform. That shift has enabled Your Store Wizards to continue delivering fast, consistent search experiences while investing more heavily in the features that directly impact their customers.

"If we had to go through this process again, we'd start with Instacluster from day one. It just makes everything easier as you scale."

Brett Bittke, Developer at Your Store Wizards

NetApp® Instacluster specializes in open source technologies for enterprises. Our managed platform streamlines data infrastructure management, backed by experts who ensure ongoing performance, scalability, and optimization. This enables companies to focus on building cutting edge applications at lower costs.