



#SuccessStories: Growth Supplements (2018)



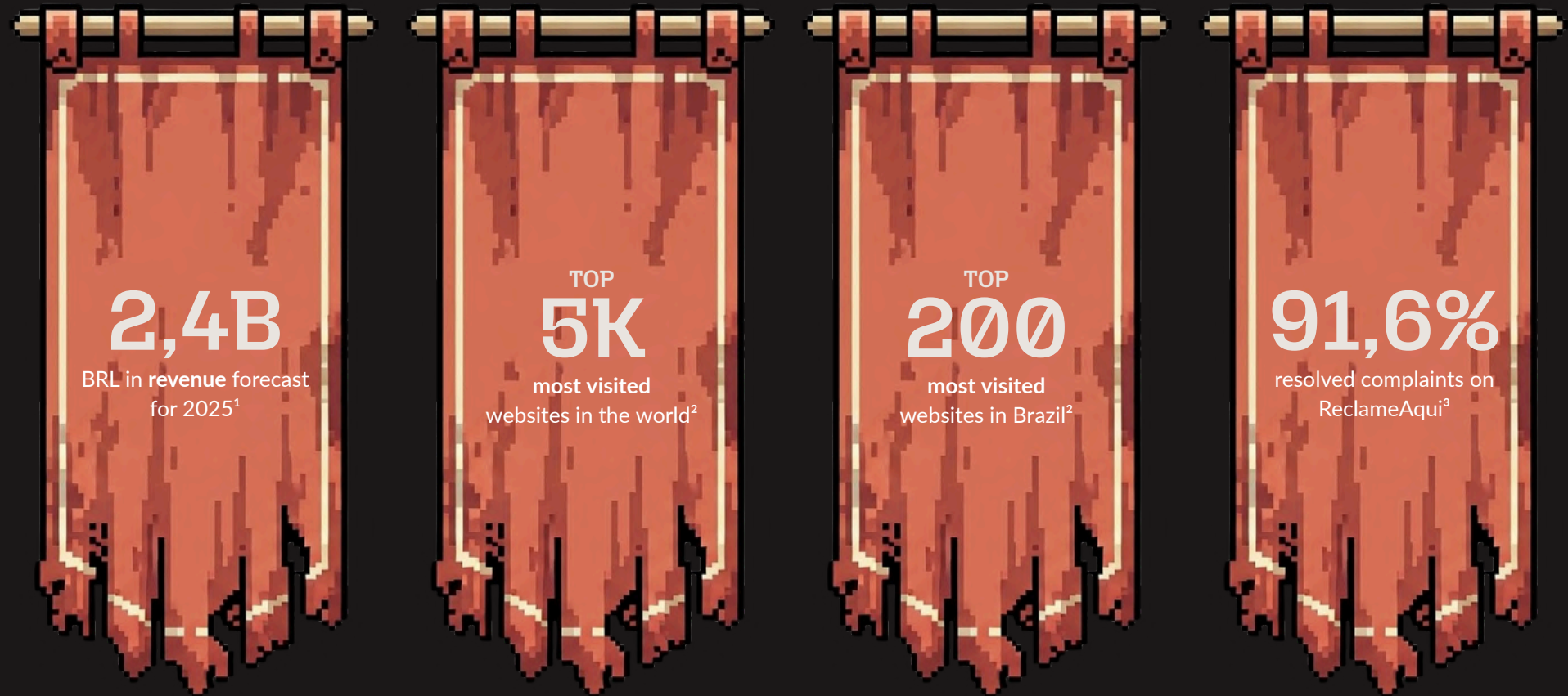
The Project

- 🏆 Awarded for the 3rd consecutive year as the best e-commerce in Brazil by E-bit;
- 💰 Founded in 2010 with the goal of offering excellent cost-benefit supplements, without middlemen;
- 🍺 Invested by Marcel Telles, the architect of the 3G beer empire, who created **AB InBev**;
- 💼 Managed by holding company Merama, which aims to become a "Unilever of e-commerce" in Latin America;
- 💪 Sponsors several athletes in various modalities, including bodybuilding, Jiu-Jitsu, and weightlifting;
- ☁️ **Infinite Cloud** as the company responsible for the site's infrastructure.

We are focused on strengthening brands that are already leaders in their segments, ensuring they have the necessary structure to grow sustainably and independently. Growth Supplements is a perfect example of this successful strategy.

Sujay Tyle, CEO of Merama

Big Numbers



¹ <https://fusoesaquicoes.com/acontece-no-setor/com-gorte-de-marcel-telles-merama-quer-bombar-a-growth-supplements/> (accessed on 23/09/2025)

² <https://www.similarweb.com/website/gsuplementos.com.br/> (accessed on 23/09/2025)

³ <https://www.reclameaqui.com.br/empresa/growth-suplementos/> (accessed on 23/09/2025)

The Challenge

High Availability

With a projected revenue of R\$ 2.4 billion for 2025, any interruption could result in million-dollar losses.

Smooth Navigation

Overloads could cause delays of seconds, increasing the likelihood of customer frustration and abandoned purchases.

Intense & Unpredictable Traffic

Marketing campaigns and promotions by athletes and celebrities would cause frequent and unpredictable spikes in access.

Security

With millions of registered customers, preventing data leaks and cyber attacks would need to be an absolute priority.

The Solution



Horizontal & Multiregional Scalability

To ensure scalability and impeccable availability, traffic is balanced across multiple containers distributed across different geographic regions.



Professional-grade Cloud Web Application Firewall (WAF)

Neutralizes intense DDoS attacks, intercepts invasion attempts before they reach the infrastructure, and accelerates the site with an integrated global CDN.



Tier IV Data Center (AWS)

Offers unbeatable uptime, dynamically adapting to demand fluctuations without any bottlenecks.



Application Adaptations

Critical code segments were refined to reduce CPU usage, integrate with the multiregional architecture, and ensure a smooth browsing experience.



Proactive Monitoring

Proactively detects and resolves system and operational issues, preventing service failures and maintaining operational continuity.



From Traditional Structure to Global Scalability

Since Growth Supplements became part of Infinite's client portfolio in 2018, our collaboration has been guided by mutual trust and a commitment to results.

Initially, the company operated with a traditional vertical infrastructure. However, with consistent annual growth of 25%, a strategic restructuring became essential, involving the separation of the database from the computing nodes to ensure greater efficiency and scalability.

As Growth's operations expanded, it became clear that even brief periods of downtime could lead to sales losses exceeding the costs of an infrastructure designed for increasing demands.

Thus, in collaboration with Growth, we opted for a migration to a horizontal and multi-regional architecture, designed to provide resilience and support the rapid pace of expansion.



This process was led by [Infinite's DevOps Consulting](#) team, which, through our DevOps-as-a-service model with a pool of hours, took full responsibility for managing the new infrastructure on Amazon Web Services (AWS).

Our DevOps engineers, with extensive experience in managing complex environments, ensured a smooth transition and ongoing maintenance of this architecture to the present day.

The result was a reliable infrastructure capable of keeping pace with Growth's expansion without compromising stability or incurring unnecessary costs.

Growth's success reflects Infinite's dedication to understanding the unique aspects of each project and delivering tailored solutions, regardless of the challenge's complexity.

Over these **seven years of partnership**, Infinite has remained a strategic partner, providing consistent technical support and ensuring a stable and efficient operation.