









Uappi

#SuccessStories: Uappi (2016)

The Project

-  One of the largest e-commerce platforms in Brazil, with Growth, Canção Nova, Daikin, Vitabe, among others in its portfolio;
-  19 years in the market, with four offices, including one in Lisbon (PT);
-  Invested by TTDB, a holding company responsible for the brands Mormaii & Leveros;
-  3 consecutive years as a *Great Place to Work (GPTW)* and over 130 employees;
-  Certified in the Google Partner Premier program, with a focus on Ads and SEO;
-  **Infinite Cloud** as the company responsible for the website's infrastructure.



[...] we were down for days and consulted over 20 options until we settled on Infinite. Regardless of the time or day, I always receive help from Infinite. That's why today our service kind of merges with theirs, which offers the best support I've ever received.

Nélío Camargo, Uappi cofounder

¹ <https://starten.tech/2025/01/30/uappi-projeta-crescimento-de-70-para-2025/> (accessed on 24/09/2025)

² <https://uappi.com.br/empresa/> (accessed on 24/09/2025)

Big

Numbers

+100

customers, projected to
reach **180** in 2025¹

+4B

of reais in sales
made annually²

+2M

orders processed
monthly²

+70%

in revenue forecast
for 2025¹

The Challenge

Uninterrupted Processing

The platform should be able to manage thousands of simultaneous transactions without failures, avoiding cascading problems.

Sporadic Elasticity

High-traffic stores would require additional computational resources on a case-by-case basis, without interruptions.

Security

Preventing cyber threats would be essential to ensure the continuity of sales and protect data confidentiality.

Heterogeneous Demands

To serve clients of all sizes, a careful harmonization between cost, complexity, and expectations was necessary.

The Solution



Vertical & Horizontal Scalability

Given the variety of demands, specific projects may require horizontal or vertical infrastructures, equipped with programmable elasticity.



Professional-grade Cloud Web Application Firewall (WAF)

Reinforces security by identifying anomalous traffic, thwarting cyber attack attempts, and accelerating store loading thanks to the integrated global CDN.



Tier IV Data Centers

Tier IV data centers are employed, guaranteeing practically instantaneous scalability, excellent cost-benefit ratio, and maximum availability.



Feedback Loop

The infrastructure and platform are continuously optimized based on data collected by APMs and other analytical tools.



Proactive Monitoring

Identifies and proactively resolves system and operational issues, preventing service failures and ensuring operational continuity.



From a small agency to a global platform

In 2016, Uappi, then known as Webart, was a small full-service agency offering comprehensive web solutions, from website and online store creation to digital marketing services.

When it became a client of Infinite, the company was seeking a reliable partner to host its web services and ensure the scalability of its projects without the need to manage the underlying infrastructure.

Over time, Webart increasingly focused on e-commerce, which culminated in its rebranding to "wap.store." During this period, Uappi had already attracted renowned clients, such as Growth Supplements ([read this success story here](#)).

Infinite continued to support Uappi, even in the face of growing challenges and complex projects, such as campaigns with influencers boasting millions of followers and projects that supported simultaneous access by over 1% of the Brazilian population, exemplified by the [Doe Arena Corinthians campaign](#).



We have been with Infinite Cloud for 9 years, and the partnership has always been exceptional. The team is extremely well-prepared, the support is fast, and the quality of the services is unmatched!

William Costa, managing partner at Uappi



Uappi opted for a hybrid approach: Infinite's managed hosting plans and [DevOps Consulting services](#).

In this collaboration, Infinite creates and manages high-performance environments designed to handle demanding traffic scenarios. This demonstrates that our "traditional" plans are also effective, even for clients with customized and complex needs.

In 2024, Uappi solidified its current identity and began its global expansion. Throughout this journey, Infinite not only delivered exceptional results but also optimized processes, serving as a foundation for the accelerated growth that has been happening since then.

Our partnership is a success. On [InfiniteCast](#), the CEO, Edimilson Maleski, shared details about the company's evolution and how Infinite has contributed.

Currently, while Uappi focuses on innovating and expanding digital businesses, Infinite ensures the stability, efficiency, and reliability needed for this expansion.

More than just technical support, this collaboration strategically transforms technology into tangible results, reflecting Infinite's commitment to driving its clients' success.

