



HappyFresh scales with COVID-19 shopping surge, handles jump in ecommerce traffic

“Elastic App Search has empowered HappyFresh to maximize profits, and grow revenue at a scale that our legacy search technology would not have been able to handle.”

– Fajar Budiprasetyo, CTO, HappyFresh

PROFILE

About: A premier grocery shopping and delivery platform operating in Southeast Asia

Industry: Retail

Location: Malaysia

GOALS

- Improve search latency issues on e-commerce portals
- Accelerate search results for a better user experience
- Ensure site reliability to reduce risk and enhance consumer trust

SOLUTIONS

- Implemented **App Search** on **Elastic Cloud** to increase flexibility and scalability
- Enabled search function to handle drastic increases in site traffic
- **App Search** allowed customization of terms with synonyms or misspellings

RESULTS

- Decreased search latency by 2x
- Enhanced stability of the site by allowing engineers to easily run the latest versions

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