zensar

Cloud Migration Helps Luxury Brand Boost Revenue by 20 Percent and Cut Costs by 40 Percent

◤ **Case Study**

Overview
Scaling flexibly to meet business needs

A stellar luxury wear brand, with 40+ years of rich tradition and an annual revenue of $3.9 billion, was struggling with these issues during high sales events and holiday seasons:

- Many visitors could not access the website, as its IT systems were not scalable.
- The web pages were not responding reliably due to insufficient serviceability.

Zensar's brief:
Design and deploy a cloud migration solution for enhanced reliability and scalable deployment of APIs.

Beyond the brief:
We delivered a solution that also enabled significant infrastructure cost reduction and effective protection from security threats.

Challenges
Revenue loss caused by IT limitations

The client's IT department had to quickly find a solution to mitigate revenue loss due to performance limitations that hindered its ability to manage high traffic volumes and achieve better peak season performance.

Solution
Digital transformation to boost business performance

We delivered the solution with a three-pronged approach:

Design phase: Our first move was to understand the challenges in the client's existing environment, including inadequate scalability of the existing enterprise service bus (ESB) system and limited virtual machines with limited support for concurrency.

We then designed a solution to migrate APIs dependent on the existing ESB system to an AWS API gateway to boost scalability and reliability.

Deployment phase: We used a phased deployment approach, targeting region-specific e-commerce APIs in the first phase and global APIs in the second.

Optimization phase: Finally, we optimized the solution with continuous monitoring and root cause analysis, factoring in

- an independently scalable API deployment architecture for regions in North America and Europe,
- usage guidelines for every API, and
- production support for API consumers.

Solution enablers

- **AWS API Gateway** for creating, publishing, maintaining, monitoring, and securing REST, HTTP, and WebSocket APIs at any scale
- **AWS Cloud** Services for effortlessly hosting applications, deploying mobile apps, and hosting and managing APIs
- **Kibana** integration for log verification
- **Akamai** for effectively securing site administration from assaults
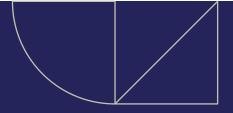
Impact
More agility with less cost

- Seasonal spike in demand met easily, with high availability and effective load balancing
- ~40 percent reduction in infrastructure costs

Business outcomes:

The solution enabled 20 percent YoY increase in the topline and cost savings to fund future modernization projects.

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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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