

A Retailer Enhancing Excellence with Cloud Migration



About the Client

The client is a major retailer in South India with exceptional and customer friendly online shopping portal for people across the world. They provide delighting experience to clients that include hassle free online shopping with extensive selection, products with best prices and quick and guaranteed delivery, easy returns, 100% purchase protection, easy and convenient payment option like cash on delivery.

The Challenge

The client was facing a highly critical situation since their ecommerce platforms (both web and mobile application) crashed after 30 minutes of launch due to increased traffic. Usually companies are ready to do anything to support their launch day in order to generate trust among the customers with best possible services. Unfortunately, they have failed in creating such an impression.

The major challenge before the company was to regain their lost image with delighting customer experience. So the client contacted Ideamine Technologies for an immediate solution for the application crash.

The Objectives

The objective of the client was to regain their market value by replacing the failed architecture with a high configuration web hosting architecture which was capable of handling huge number of clients without any delays or downtimes.

The Solution

The client's architecture wasn't capable of handling the higher website traffic especially during the launch day. So we had suggested them to migrate into AWS cloud platform which was capable of scaling its resources according to the requirement. First we had to solve their issue in maintaining heavy traffic, so for load balancing highly configured 6 EC2 instances were created. The RDS implemented to the AWS platform helped the client to increase the computing power for procuring more databases. So the client became confident to host large number of customers at a time.

We had deployed the AWS cloud front to client architecture which facilitated speedy distribution of their static and dynamic web content. It was a perfect solution for the client as they were able to sell their products with the support of the widespread data centres of AWS. In order to ensure safety to the client data, the backup was provided on a daily basis.

The Result

The AWS cloud migration was highly successful. They have re-launched the web and mobile application with cloud support. The reaction of the customers was amazing and highly encouraging as well. In the re-launch, with the increase in frequency of the visit, the sales augmented like anything. The promotional day became highly effective and they had got 6.5 lakh hits in the first day itself.