

Kerala's Leading Ecommerce Retailer Bagging Revenue with AWS Support on an Offer Day



About the Client

The client is one of the largest electronic retailers in India. The company serves a large set of users across the country through different categories of electronic goods. Being a widespread e-commerce network, they connect retailers and consumers across the world by helping them to track, manage and to scale up their business.

The Challenge

Managing the huge traffic (which was even difficult to estimate) without affecting website performance was the main challenge before the client. As a beginner to the e-commerce sector, the offer day was highly critical for the success of the company.

The huge web traffic can create server downs or website failures even for prolonged hours. If the customers were not able to make a purchase, it will affect the credibility of the company and moreover will lead to deficiency in profit. So they were in need of a high configuration web hosting architecture. The company reached out to Ideamine in such a critical situation.

The Objectives

Prior to the grand launch day, the main objective was to configure Hosting Infrastructure that could handle any amount of visitors and ensuring there are zero downtime or delays caused.

The Solution

It is difficult to manage the visitors on an occasion like launch day. So more than the budget constraints, they gave importance to a web hosting platform which had handled a vast number of customers. So as per Ideamine's suggestion, they had migrated their website from the traditional dedicated server to an AWS cloud platform. Since it was hard to estimate the transactions, a platform with auto scaling facilities was necessary. So as a part of the migration, we have implemented AWS cloud platform to the client with EC2, ELB, S3 and RDS services. The project was really a culmination of different frameworks and technologies. It included web services and mobile API connected with the ERP platform which had managed inventory accounts. Of course, like them, it was hard for our team too.

They had extended their shifts and dedicated full focus to the project. Finally, our efforts yielded a good deal of results; we had successfully moved the e-commerce platform into highly configured AWS cloud platform.

The Result

The launch day was highly successful for the portal as it received 5 lakh hits on the first day itself. Moreover, within 1 hour period of time, the sales rate increased like anything and that statistics itself indicated the sign of success. The campaign was effective and attracted more number of customers which was beyond all speculations; still, the platform managed it effectively. In the offer day, the client had helped a lot of retailers to scale up their business and the consumers to purchase their product without any downtimes. So the website with AWS hosting support became the critical factor for their success.