



## Helping a World-Renowned Luxury Accessories Designer Improve Peak Season Performance by Deploying Scalable APIs

Case study

### Overview

#### Accelerate peak season performance

The client is a world-renowned, award-winning designer of luxury accessories and ready-to-wear products. The client has over 40 years of rich tradition and produces a wide range of products under its signature collection. These products include accessories, footwear, watches, jewelry, ready-to-wear products, wearable technology, eyewear, and fragrances.

Zensar helped design and migrate the client's existing enterprise service bus (ESB) dependent APIs to the cloud partner's API Gateway. We took a phased approach to target region-specific e-commerce APIs first, followed by global APIs in the next phase. We did this by developing an independently scalable API deployment architecture for North America and Europe. We also provided clear usage guidelines for every API and production support for API consumers after migration, enabling the client to manage high traffic volumes and achieve better peak season performance.

### Challenges

#### Large website traffic volumes

##### Scaling:

During high sales events, when traffic volumes were large, the existing ESB system could not scale up, making it impossible for many visitors to access the website

##### Reliability:

The client had limited virtual machines with limited support for concurrency during the holiday season, creating challenges with website accessibility and serviceability

##### Revenue loss:

There was a potential revenue loss due to scalability and reliability issues

 Our Solution Impact**Cloud migration for scalable deployment of APIs**

Our solution focused on the following:

- Design and migrate the client's existing ESB-dependent APIs to the AWS API Gateway
- A phased approach to target region-specific e-commerce APIs in the first phase and global APIs in the second phase
- Independently scalable API deployment architecture for North American and European regions
- Usage guidelines for every API and production support for API consumers

**YoY additional business with increased top line**

- Seasonal customer demand spike met by successfully migrating to the AWS API Gateway services, providing high availability and load balancing
- YoY 20 percent additional business captured during sales and holiday seasons
- About 40 percent cost reduction toward infrastructure

