

Migration of E-Commerce application portfolio into the Cloud to achieve business potentials leveraging customer's data for collaborative analysis for executing CRM activities.

Introduction:

South Africa's largest e-commerce company leverages both world class technology and global sourcing, enabling customers to send bouquets, arrangements, gifts, perfumes and a wide range of quality jewelry and watches to loved ones, friends and associates both locally and around the world. They are focused on growing their global market share in the floral and gifting arena and partner with globally focused software and service companies to ensure that they remain the cutting edge, and continually research the globe to give customers access to the highest quality gifts, flowers, perfumes and jewelry, delivered on time.

How did Zensar bring about the visible transformation?

Zensar performed application analysis to understand cloud readiness and implemented suitable recommendations. Cloud architecture based on scalability and High Availability was deployed, AWS cloud services designed to meet business and IT requirements. We successfully migrating applications and database to AWS Cloud. IT cost was reduced by Scalable infrastructure and new software upgrades.

Business Outcomes:

- Y2Y **20%** additional business captured during festivals
- **40%** Cost reduction towards infrastructure
- Reduced Software licenses and infrastructure costs resources by **10%**