

Platform **Modernization** and **Automation** Reduces Cost

The Problem

The retailer had been catering to end-customers through their physical stores, ecommerce website and a mobile app but was facing several technical and operational challenges. Their operations and IT maintenance costs were steep and adding up every year. A high number of redundant manual tasks and sudden breakdown of IT applications were adding to the chaos. The need was to digitally transform the overall IT ecosystem with cutting-edge technology solutions.

InfoVision's Approach

- Conducted an interactive three-day workshop to align the client stakeholders with their organization's digital vision
- Sketched out the digital roadmap after a careful assessment of their existing ecosystem with gaps identified
- Implemented a scalable DevOps-led application deployment architecture on cloud and migrated the existing IT infrastructure to the serverless cloud.
- Replaced the monolithic pattern of building applications with microservices-based architecture using REST APIs
- Integrated with third party applications currently being used
- Implemented cognitive BI platform to process unstructured customer and operational data to generate valuable insights
- Automated tasks across Procurement & Inventory management, Order processing & payments, Product data & Catalogue management, Product merchandizing, Demand & Supply planning, and Workforce scheduling

The Impact

- 90% reduction in IT maintenance and infrastructure costs due to the serverless cloud adoption
- Reduction in go-to-market time from weeks to minutes due to the implementation of DevOps approach
- 20% increase in conversions and zero downtime on Black Friday and Boxing Day peak times attributed to the microservices environment
- Leveraging the insights obtained, the retailer delivered compelling experiences to the customers and built an engaging relationship with them through promotional offers and coupons
- Cloud-based architecture further enhanced the performance of their apps and APIs

55%

increase in online purchases due to improvements in the mobile app.

75%

reduction in operations cost due to automation

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Cloud, Automation, IoT, &
Big Data deliver
75% cost savings