LEADING FASHION BRAND USES AWS TO **MANAGE THE INCONSISTANT TRAFFIC TRENDS** ON THEIR E-COMMERCE WEBSITE

SUCCESS STORY

ENGAGEMENT
SHORT TERM

INDUSTRY
RETAIL

OFFERING
APPLICATION ON CLOUD

COMPANY PROFILE

The client is a large fashion brand launched in 1984 by one of the biggest business conglomerates in India. The launch was a significant step in the evolution of branded garment industry in India. Since then, it has been catering to the ever-growing demands of the clothing and fashion industry.

CHALLENGES

The client was witnessing thousands of visitors on their E-Commerce website and sometimes the traffic would multiply 10 times. On the other hand the database availability and redundancy were also a challenge.

Solution

For E-Commerce websites AWS becomes a great choice as it provides automated elasticity to handle any inconsistency in traffic.

The database could be moved to a multi-AZ RDS deployment for high availability.

With its high performance CDN (Cloudfront) we were able to provide a better solution at a lower cost to the client.

Advantages

Unlimited scalability with auto-scaling options for your web tier.

Automated failover and failback with RDS

ABOUT PROGRESSIVE INFOTECH

Trusted IT partner since 1998, Progressive Infotech provides comprehensive suite of transformation and support services. The offerings span across cloud, digital and support operations, delivered through a matured and scalable service delivery model. In every client engagement, Progressive ensures clients realize higher ROI, stretch the intrinsic value of existing IT investments and are better prepared for emergent market changes.

Progressive Infotech is consistently featured as a "mature vendor for IT Outsourcing" in the Gartner hype cycle report for ICT in India for last few years.

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