

SUCCESS STORY

RETAIL INDUSTRY: DAAS AND IAAS



IAAS AND DAAS INCREASED THE RETAILER'S PRODUCTIVITY, STREAMLINED THEIR SALES PROCESS AND MORE.

For the past 40 years, this retailer has offered high-quality men's dress clothing at their chain of retail locations throughout the United States and Canada. The chain also maintains a significant online presence that results in approximately 35% of their sales.

With a business strategy tailored for growth, the retailer has recently gone through several acquisitions. The company maintains IT operations for all their brands in their U.S.-based headquarters and handles all of their IT work in-house.

THEIR CHALLENGE

The Chief Technology Officer needed to increase back-end capacity to support the additional load of higher Point of Sale (POS) and online transaction volumes during the holiday season. They needed availability 24/7 to capture all POS and online transactions. They also needed predictable and manageable operational expenses to support the increased revenues during the holiday season.

To capture the increased volume of sales and customers, they needed to deploy additional POS terminals but wanted to avoid extra capital expenses for equipment. Along with all of these needs, they also wanted a simple way to provide secure access to POS terminals to temporary workers.

OUR SOLUTION

Through a secure IaaS solution, the men's retailer could easily expand during the holiday season to support additional computer, RAM, storage requirements and contracts. With a DaaS solution, temporary workers had secure access to POS systems without compromising information security and maintaining a common corporate environment for all of its users.

IMPLEMENTATION

To understand how secure IaaS and DaaS work, the retailer set up a testing application for its existing architecture. When the testing went smoothly, they set up a phased approach to migrate their sites, data and desktops in time for the busy holiday season.

The implementation of IaaS and DaaS services proved to be a major success for the retailer for increasing their productivity and streamlining their sales process. The company was able to handle an exponential amount of additional customers while maintaining strong control over its POS systems.

THEIR RESULTS

- IaaS allows the rapid addition of back-end processing resources to support the increased operational load due to higher transaction volumes and additional POS endpoints.
- DaaS allows creation of POS templates for temporary workers with pre-loaded corporate software and policies.
- Secure IaaS and DaaS allows for consistent and predictable monthly expenses if the higher costs of the holiday period are distributed across the year.