

# Multinational Corporation moves to AWS to embark on their Digital Transformation journey



## Customer Need

The company needed help with its digital transformation initiatives. They wanted to leverage data from clickstreams, mobile app, social media and point-of-sale terminals to achieve business benefits i.e. to improve sales, enhance marketing and advertising campaigns, and boost customer service.

## Why did the customer choose AWS and Cloudwick as an AWS partner?

Company needed a partner to support its digital business transformation efforts. The company derives data from a variety of sources including clickstream, apps, social media, brick-and-mortar retail stores and more, and wanted to leverage this information to improve sales, build more effective marketing campaigns, make better advertising decisions and enhance the customer experience. The organization turned to Cloudwick, the leading provider of cloud and analytics services and solutions to Global 1000 enterprises.

## Cloudwick Solution on AWS

Cloudwick migrated the company's on-premises data to AWS, implemented predictive analytics, optimized and provided the security. Cloudwick migrated the databases to Hadoop on AWS via Direct Connect, which ensured secure and private connectivity, increased throughput, and provided a more reliable connection. Cloudwick then integrated Spark to run predictive analytics on the company's data. Finally, Cloudwick optimized and provided the security for the company's big data cluster. There are 250 corporate users running predictive analytics on the data using Hive, Impala and Spark, and several thousand business analysts using Tableau to generate reports to improve the bottom line. The corporation has improved its marketing campaign effectiveness, enhanced customer satisfaction and boosted its overall performance. Whereas each user could only deliver four campaigns per day with the previous solution, each person can now run between eight and ten campaigns daily. The company also realizes greater infrastructure agility, flexibility, elasticity and global availability, and significant annual cost savings with AWS.

## AWS services were used to deliver the solution

- **AWS S3 to store and retrieve data** EMR for quickly and processing vast amounts of data cost-effectively.
- **EC2** ensures the company has enough room for data but not so much that it is overpaying
- **AWS Direct Connect** established a dedicated network connection from the organization to AWS **Auto Scaling** allows the company to scale its EC2 capacity as needed
- **CloudWatch** keeps everything running smoothly by monitoring utilization, performance, and operational health
- **Amazon Simple Notification Service (SNS)** and **Simple Queue Service (SQS)** enable the company to store and send messages to customers easily and cost-effectively via push notification or email Amazon **Relational Database Service (RDS)** is used to establish, operate, and scale the database in the cloud
- Amazon **Redshift** makes analyzing all the company's data simple and cost-effective

## About the Customer

**An American multinational Fortune 100 corporation that designs and sells footwear, apparel, equipment and accessories, with over 44,000 employees around the globe**



## Results and Benefits

- The corporation has improved marketing effectiveness, enhanced customer satisfaction and boosted performance.
- Everyone can run 8-10 campaigns daily compared to just 4 with the prior system.
- The company realizes greater flexibility, elasticity and availability, and significant annual cost savings with AWS

### About Cloudwick

Cloudwick is the leading provider of enterprise business and technology modernization services and solutions to the Global 1000 and helps enterprises gain competitive advantage from open source, data lake, big data, cloud and advanced analytics. Cloudwick is an advanced AWS partner with Big data and machine learning competency.

Cloudwick