Cloudwick

World's largest athletic footwear and apparel company uses Cloudwick professionals to keep their data pipelines running.

100+ AWS certified Data Engineers and DevOps experts support their data projects worldwide.

aws partner network

> ## "
> *Digital is fueling how we create the future of retail.*
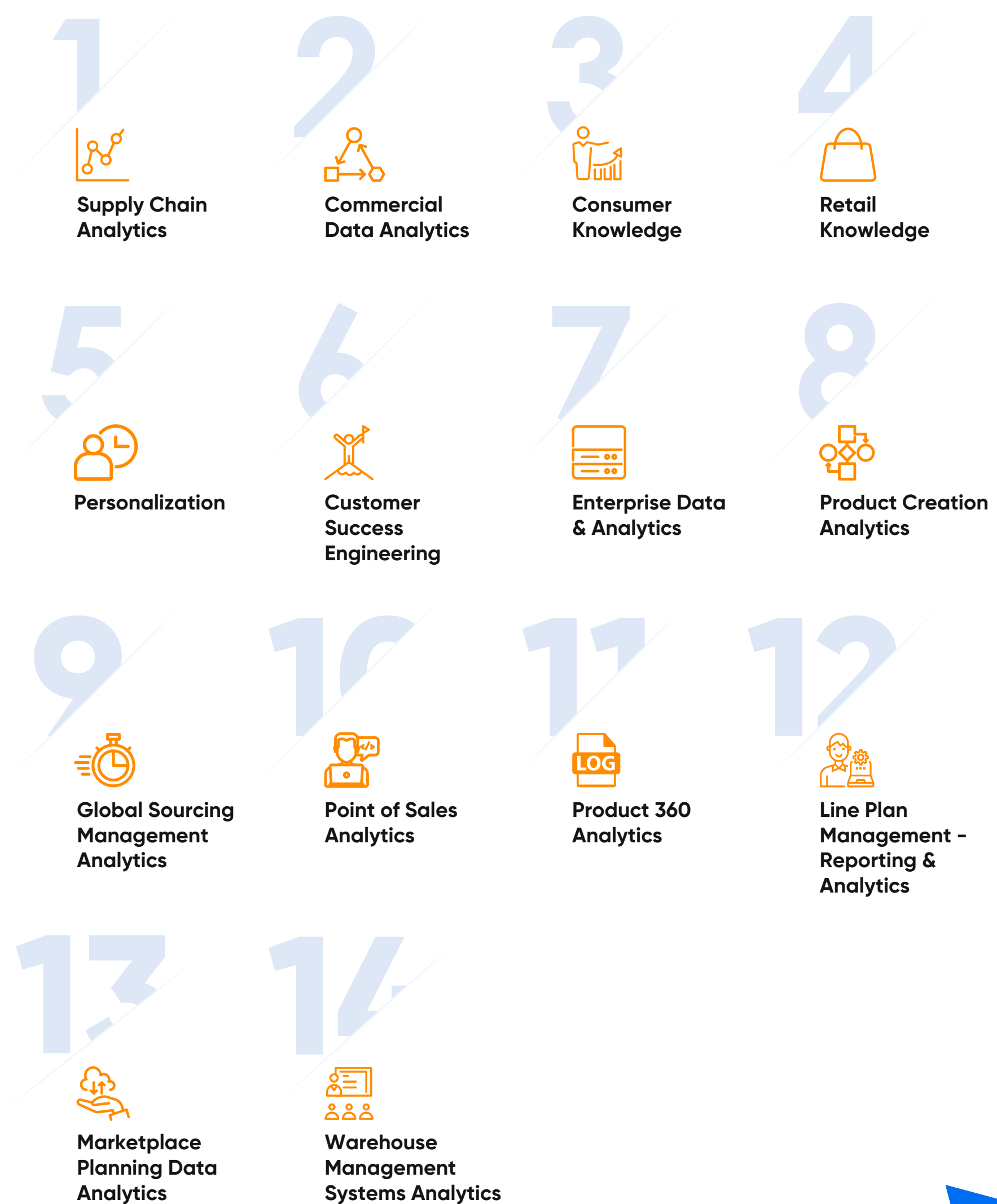> ―
> **CEO**
> "

The Problem

The company is undertaking a Digital Transformation journey as a part of their Direct-to-Consumer (D2C) sales strategy. Ever since the company increased its focus on D2C sales strategy, demand for creating more value from consumer data has intensified.

They have a centralized team to manage their core data and analytics stack. Business functions build and manage their use-case data pipelines. This has resulted in a high demand for skilled workforce to take care of data processing and management arising from a growing number of these projects.

The management team found recruiting and keeping skilled resources time consuming and expensive. Company took a strategic decision to augment their staffing with external Data Engineering (DE) and DevOps (DO) skill sets to complement their resources. As a result, business units hire and manage their own data skill set to build and manage their use-case workload.

Customer Need

A centralized procurement process is used to recruit skilled resources. Some of the domain use cases include:

1 Supply Chain Analytics

2 Commercial Data Analytics

3 Consumer Knowledge

4 Retail Knowledge

5 Personalization

6 Customer Success Engineering

7 Enterprise Data & Analytics

8 Product Creation Analytics

9 Global Sourcing Management Analytics

10 Point of Sales Analytics

11 Product 360 Analytics

12 Line Plan Management - Reporting & Analytics

13 Marketplace Planning Data Analytics

14 Warehouse Management Systems Analytics

The requirement to fulfill a data skills gap in any of the above domain use-case keeps coming up regularly.

Cloudwick SME Solution

Cloudwick's SME Service provides access to long-term, dedicated AWS certified professionals, thus helping our customers achieve faster results.

Cloudwick Subject Matter Experts (SME)

- AWS Data Engineers
- AWS DevOps
- Data Modelers
- Platform Engineers
- Data Analysts
- Data Architects
- Lead Data Engineers
- Cloud Solutions Architect

What is the scope for Cloudwick SMEs

- SME Augmentation
- SOW based Projects
- Professional Services - Building Squads for different teams
- Managed Services - Support Hadoop, Data Bricks, Snowflake, Nifi, Kafka, Airflow, Kubernetes, Privecera, Okera, Tableau L1, L2 & L3 support for the platforms

Impact

- Significant cost savings realized due to a hybrid model (onshore and offshore).
- SLA based support with access to the SME services (due to the same team being involved in development and management)
- Internal knowledge transfer and training for the customer to increase collaboration with the customer resources
- Close partnership between customer and Cloudwick in providing 'Bursting capability' (providing a Squad within 2 weeks of ask)"

Why Cloudwick

Cloudwick has developed a rigorous curriculum to train in-house AWS and other certified professionals over 10 years. Also, Cloudwick has a strong supply chain network of partners specializing in data engineering skill sets. Cloudwick can bring in the capabilities, tools and expertise to realize your transformation objectives.

Contact

For more information contact:

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