



Luxury British retailer Kurt Geiger calls upon HeleCloud to modernise IT infrastructure



KURT GEIGER

"We worked with HeleCloud to modernise parts of our IT estate. Working with HeleCloud was a seamless experience and their expert knowledge of AWS together with their speed of delivery was a winning combination"

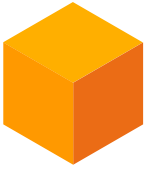
Adam Bidwell, Chief of Architect, Kurt Geiger.

Retail in 2021

The events of 2020 brought many challenges to the retail industry. Retailers have experienced severely disrupted supply chains, rapid changes in the channels to market and volatile consumer behaviour. The Retail industry is one of the most targeted industries in the UK for cybercriminals, meaning retailers must also place greater emphasis on security in 2021.

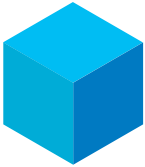
The Online Share of Retail is expected to grow to just under 30% in 2021, compared to 19% in 2019. Consumers are more often using online channels to do their shopping. This presents further challenges for Retail firms as they must find new ways of reaching customers and providing a more seamless customer experience.

In 2021, retailers will need to respond quickly to delivery deadlines, stock requirements and customer demands. This will place significant pressure on the infrastructure and applications sitting at the heart of retailers' operations. To combat this, retailers must adopt scalable cloud infrastructures to achieve infrastructure agility through their performance, relative cost-efficiencies, speed and dynamic capacity. Failure to do so will leave Retailers without the ability to scale resources up and down within short timeframes, meaning they will be unable to handle the shifting operating landscape. By using cloud infrastructure, retailers are not only laying a stable foundation to survive but laying a foundation that can leverage innovation and automation in the future.



The Challenge

Kurt Geiger's existing AWS infrastructure estate was organically grown over several years; the Kurt Geiger IT team are well versed in Amazon Web Services (AWS), running a large estate for both internal and external use. Kurt Geiger was in full knowledge of the challenges facing them and highlighted the requirement to become more scalable and secure through 2020 to 2021. When Kurt Geiger reached out to AWS for a partner to help them solve this challenge, they immediately knew to call HeleCloud.



The Solution

AWS was born from retail and built for retailers, making it the perfect platform for modernisation and enhancing customer experience. For an online retail business, AWS offers all the technologies retailers need to reimagine their business and manage growth. By working alongside an experienced AWS Partner such as HeleCloud, Retailers can maximise AWS and build modern solutions to personalise and deliver value to customers.

HeleCloud, an AWS Premier Partner, has deep experience and knowledge when working with AWS infrastructure. Within a 2-week timeframe, HeleCloud worked collaboratively with Kurt Geiger to formulate a solution that would bring greater operational efficiency and stability to Kurt Geiger's estate.



Results and Future Plans

The solution sought to further integrate AWS services and adopt standardized practices of infrastructure as code and change management. With multiple applications in the pipeline to migrate to new infrastructure, HeleCloud's extensive AWS knowledge, specifically around infrastructure architecture and implementation of infrastructure-as-code in AWS CloudFormation was essential. This not only enabled the team to assess and manage the applications in a more secure way, but also reduced the time to release of changes and amendments significantly reducing the total time to value.

Chief Architect of Kurt Geiger, viewed HeleCloud as the perfect partner for Kurt Geiger. "HeleCloud acted as an agile partner that worked fast to reduce our time to value. We look forward to working with HeleCloud in the future to support us on our journey in the AWS Cloud." HeleCloud helped define and iterate the Kurt Geiger digital offering in AWS, augmenting internal teams and helping to build the future of retail alongside Kurt Geiger.

After a successful first project, HeleCloud and Kurt Geiger are looking to the future, exploring new ways to leverage the AWS platform. Kurt Geiger has already reinvented parts of their infrastructure and are embarking on a new challenge to better understand and leverage their customer data. This will enable the retailer to increase their personalization and engagement to overall improve their customer experience.

"Working with Kurt Geiger we were able to modernise their infrastructure. We helped the Kurt Geiger team to reinvent their legacy infrastructure, and we are moving to a position where we can take full advantage of the AWS platform."

Felix Shalom, HeleCloud Retail Account Manager