



OUR FIBER FUELS GLOBAL INNOVATION

Case Study

TRANSFORMING DIGITAL STRATEGY WITH CLOUD-BASED SOLUTIONS

INDUSTRY
eCommerce

SOLUTION
CloudLink

Online shopping is on the rise, and in 2020 worldwide retail ecommerce sales grew by 16.5%. As consumers shift toward online shopping, retailers must ensure their online platforms serve as an extension of their brand, providing customers with a fast and reliable user experience.

An American multinational corporation and leader in the retail industry specializes in the design, development, manufacturing, and sales of footwear, apparel, equipment, and accessories. Their sophisticated online platform, designed with the

consumer in mind, delivers a highly immersive and interactive ecommerce shopping experience. The multiple digital channels and technical execution has received unprecedented levels of interest and demand, setting them apart from the competition.

THE CHALLENGE

Beginning in 2016, this corporation began working to transform its digital strategy from a legacy, monolithic on-prem architecture to a microservice-oriented architecture hosted in Amazon Web Services (AWS). In leveraging AWS, the corporation was able to scale its digital properties and backend systems using AWS's Simple Storage Service (S3) and Elastic Compute Cloud (EC2) service offerings. However, as a leader in retail technology, they also needed a way to correlate consumer data with consumer behavior in order to gain better insights into buying and trends. The corporation turned to Microsoft Azure's Dynamics 365 for cloud-based market intelligence.

After completing cloud migrations to both Azure and AWS, they realized that their connections were not secure or optimally performing because they relied on the public internet. Additionally, their cloud services were not connected through any physical, direct connectivity. To continue delivering the best customer experience, they required a global communications provider to implement direct connectivity to support their massive network infrastructure needs.

THE SOLUTION

The corporation leveraged Zayo's CloudLink solution to enable low-latency, high bandwidth connectivity from the corporate headquarters in the North West, to AWS's Direct Connect cloud on-ramp in Portland, Oregon. This supported the corporation's on-going migration to, and continued development within, Amazon Web Services. Additionally, they benefited from CloudLink's multi-cloud connectivity capabilities in order to connect to Microsoft Azure through ExpressRoute.





BENEFITS

In leveraging AWS, this corporation could easily scale digital interactions without a trade-off in performance. They were able to replicate data architectures across multiple AWS availability zones, enabling the global retailer to deliver customer-facing digital properties and applications with low-latency, region-specific accessibility. In leveraging Microsoft Azure's Dynamics 365, the corporation was able to correlate market data associated with consumer behavior and brand sentiment to develop deep customer relationships driven by their continuous delivery of direct-to-consumer services hosted within AWS.

By connecting to Amazon Web Services and Microsoft Azure via Zayo's CloudLink, the American corporation gained a reliable, low-latency and cost-effective connection to multiple cloud service providers and their on-ramp locations in the US and Europe. CloudLink supports their need for multi-cloud connectivity through direct, private and low-latency connections.



Enhanced Security

GDPR, PCI-DSS, and other privacy and data protection laws have serious implications for large corporations. With CloudLink, customers are able to securely connect directly to AWS and Azure, minimizing the threat of man-in-the-middle attacks by malicious actors. Zayo's CloudLink supports customers' needs to protect sensitive data.



Multi-Cloud Connectivity

High throughput via first and last mile, always-on, private connections to Amazon Web Services and Microsoft Azure that bypasses the public internet.



Scalable Growth

By partnering with CloudLink, corporations are able to quickly scale and grow their digital properties leveraging AWS's infrastructure services and Azure's market intelligence platform. Zayo provides customers with the tools to offer more services and functionalities in its direct-to-consumer digital properties.