

Cotton On speeds towards ecommerce future with BASE2



BASE2's autoscaling initiative slashed our ongoing Amazon hosting costs and at the same time allowed our websites to breeze through hectic shopping events like Boxing Day and Click Frenzy. I would definitely recommend them and use them in the future.

John Stojanovski, Group Web Development Manager, Cotton On

COTTON:ON

The Results

Cotton On's engagement with BASE2 achieved cost neutrality within only three months, after an originally estimated 12 months to achieve this goal

Cotton On saved around 30 per cent per month on Amazon costs

BASE2 eliminated the need for Cotton On staff to perform maintenance and after-hours testing, driving staff retention and loyalty

Cotton On's in-house DevOps team now focuses on mission critical tasks and deploys new services at a greater pace

BASE2's solution allowed Cotton On to accurately predict all costs associated with Amazon's service on a per-hour basis, allowing for greater planning and budgeting

3 months

**COST NEUTRALITY WITHIN
ONLY THREE MONTHS**

30%

COST SAVING

Loyalty

**INCREASED STAFF RETENTION
AND LOYALTY**

A bit about Cotton On

The Cotton On Group is one of Australia's premier retail brands. The company operates a number of value-focused chains including Cotton On, Supre, Rubi Shoes, Factorie, T-Bar and Typo. It has around 1200 stores and employs up to 17,000 staff both in Australia and abroad.

What they needed

Cotton On maintains a separate online store for each of its brands. To ensure customer satisfaction and guarantee online sales revenue, the retailer needed to ensure its websites are functional at all times and can scale with significant levels of traffic during peak shopping periods and to the demands of direct marketing campaigns.

However, sustaining Cotton On's sites and its Amazon hosting infrastructure distracted its online team from implementing new features for its websites. The team was required to work after-hours in order to test code and perform system maintenance.

Cotton On needed a solution that allowed it to better harness its in-house development team and drive efficiencies with its online business.

What BASE2 delivered

BASE2 provided an ongoing Managed Service which included the proactive monitoring of Cotton On's sites, the streamlining of issue management and the optimisation of new feature deployments on its website.

BASE2's experience and expert advice also helped Cotton On reduce its Amazon hosting costs. Harnessing our expertise in the eCommerce environment, BASE2 designed and implemented a system that would integrate into the monitoring platform to automatically scale the required Amazon architecture depending on web traffic -- drastically reducing the company's hosting costs

Moreover, BASE2 identified potential problems resulting from code changes on Cotton On's websites in real time, well before they became an issue for its customers and its management.

About Us

BASE2 has been at the forefront of cloud-native solutions for almost 20 years, delivering hundreds of innovative and successful cloud deployments across a broad range of industries. We believe in agile, scalable and secure solutions that adapt and evolve with your business needs.

Your ongoing success is our success.

As an AWS Advanced Consulting Partner with certified DevOps and SaaS competency, our team members are skilled in the implementation, management, operations, maintenance and support of leading cloud systems with a focus on providing our clients with security, automation, scalability and recovery features. Our extensive knowledge and experience with cloud applications and their development make deployments an easy and affordable process for our clients. Our methodology, demonstrated results and commitment to data security have made us a trusted partner for our numerous international customers.

BASE2 is ISO/IEC 27001:2013 certified for its information security management system (ISMS) for cloud development and operations, and is CPS 234 compliant.

BASE2
SERVICES

USA

11801 Domain Blvd
3rd Floor
Austin TX 78758
+1 646 586 9485

AUSTRALIA

Level 3
44 Clifton St
Prahran VIC 3181
1300 713 559

GERMANY

4. OG
Potsdamer Str. 182
10783 Berlin
+49 30 2000 5370
info@base2services.com



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