BASE2

SERVICES

BASE2 helps Australian eRetail giant glide into the cloud

We cut our costs, we cut our response time, we cut our workload, we cutover on schedule and we slashed our concerns to fly through.
Gavin Terrill, CTO, THE ICONIC

THE ICONIC

The Results

THE ICONIC was able to migrate to its new Amazon Web Services platform in just over two months

Stressful maintenance and after-hours testing procedures were eliminated, reducing the pressure on THE ICONIC's in-house DevOps team during the transition

Network load was reduced by 70%, improving THE ICONIC's EC2 provisioning by 50%

THE ICONIC was able to make it through Click Frenzy without any issues. Click Frenzy is Australia's biggest online shopping day: in 2014 it is estimated that over $38 million in eCommerce transactions took place in a 24-hour timeframe.

2 Months
COMPLETE MIGRATION

240%
PERFORMANCE IMPROVEMENT ON COST RATIO

Zero
PERFORMANCE ISSUE DURING CLICK FRENZY

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A bit about THE ICONIC

THE ICONIC is Australia's largest online fashion retailer. Stocking over 700 brands and more than 45,000 different fashion products for sale on its website, THE ICONIC has found success through highly effective customer service and shipping, including three-hour delivery to metropolitan Sydney.

What they needed

In the face of growing traffic and eCommerce sales, THE ICONIC's server capacity was being pushed to its limits. With only months to go before their online activity was projected to eclipse their available resources, THE ICONIC decided to make the transition to the cloud.

Given its stature in the industry, THE ICONIC had to have an eCommerce platform that could scale up as necessary and enable a great customer experience. The company identified Amazon Web Services as its platform of choice.

After seeing others in the industry take as long as 12 months or more to complete similar transitions, THE ICONIC knew they needed to take action to drastically reduce this timeframe. If not, they would face technical errors that would cut into their business during the upcoming holiday season, beginning with Click Frenzy and running through to the Boxing Day sales.

To this end, they decided to work with a trusted partner that could help guide THE ICONIC throughout their move to the cloud. They were looking for an experienced team that could help them minimise both costs and time devoted to the migration.

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What BASE2 delivered

BASE2 oversaw THE ICONIC's migration to the AWS platform every step of the way. Helping a client as large as THE ICONIC move their operation to a new cloud platform meant that BASE2's team needed to think on their feet and anticipate problems before they eventuated.

Thanks to the great number of similar AWS migrations performed by the BASE2 team in the past, together with THE ICONIC's savvy and adept in-house tech team, there were no issues in meeting the requirements for the transition. The knowledge of THE ICONIC's development team helped significantly with ensuring a smooth migration.

BASE2 provided agile testing modules to allow THE ICONIC to test changes and verify that they worked with increased efficiency. Above all, BASE2 was able to free up the resources of THE ICONIC's in-house development team, so that they could focus on deploying new services and handling other mission-critical tasks.

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.

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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

base2services.com.au