

Scaling with Retail Seasonality

Challenge

One of the biggest challenges for today's retail e-commerce companies is cost-effectively managing the impacts of seasonality.

FullBeauty, an industry-leading apparel company, was using the AnyPoint Platform by MuleSoft at an annual spend of over \$300,000, which required purchasing an annual license that could accommodate the company's peak periods.

However, since those peak periods occurred only occasionally throughout the year, much of the capability behind the expensive technology went unused.

The licensing renewal process was complex and required costly legal review, and the knowledge required to support MuleSoft workflows resided with only a few key employees, introducing a significant risk to the brand if they departed.

In addition, FullBeauty needed multiple middleware integrations into an antiquated legacy system to keep its various departments operating efficiently.



Reduced annual costs
from **\$300K to \$50K**

First-year ROI of **\$140K**

Ongoing ROI of **\$250K** annually

Streamlined ongoing support
and eliminated reliance
on middleware to grow
their business

Cost optimization and technical transparency for major plus-size apparel brand

\$300,000 Saved in License Costs

Saved \$300K on middleware licenses after optimization.

Technical Troubleshooting: Traceability Improved

Technical issues can now be pinpointed and solved faster with IO Connect's tracing instrumentations.

Robust and Flexible Structure for Scalable Organization

With IO Connect's design, FullBeauty can rapidly introduce new products, integrate middleware, and scale faster.

Impact

IO Connect efficiently partnered with FullBeauty, delivering the new solution on schedule and within the allocated budget.

With FullBeauty's internal system singularly integrated with middleware via a dedicated VPN, the migration process was smooth, concentrating on workflows, protocols, and agreements, all while ensuring zero data loss.

The self-reliant nature of the AWS serverless platform minimizes maintenance and support demands.

FullBeauty is now positioned to quickly introduce new products or other middleware integrations as needed into the existing AWS system, which provides a robust structure and flexibility for the organization to grow.

Features

- Complete digital migration to serverless computing
- Fully automated solution thoroughly tested pre-deployment
- Easy identification of problems within multiple middleware applications
- Compatibility with programming languages engineering team is already using

Timeline

- Under 6 months to license renewal

"IO Connect delivered great value to us from both a strategic perspective and hands on technical expertise. Their deep expertise in cloud engineering and data analytics fortified our cloud infrastructure and processing pipelines."

William Nixon, Former CIO at FullBeauty Brands



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