

# FullBeauty Brands, eCommerce - Scaling with Retail Seasonality

## About the Customer

### FULLBEAUTY BRANDS™

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.

- ✓ 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



## Executive Summary



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.

## The Challenge



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

### \$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 Nova's tracing instrumentations.

### Robust and Flexible Structure for Scalable Organization

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

## Impact



Nova 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.

## What Our Clients Say



"Nova 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

### 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