

# OPEN TELEKOM CLOUD



Open  
Telekom  
Cloud

Use Cases Retail



# E-COMMERCE PLATFORM REMAINS AVAILABLE CLOUD HANDLES HUGE CUSTOMER INTEREST



## FACING WEB SHOP RUNS

Marketing initiatives and sales campaigns increase – according to their success – workload on e-shops. Amount of increase isn't easy to predict. Provisioning of additional resources for peak loads results in high (useless) costs in regular times. A perfect scenario for the cloud.

## CHALLENGE

- Infrastructure capacities of shop designed for regular load
- Repeated non-availability of the websites through successful marketing campaigns (also from 3<sup>rd</sup> parties)
- Lost revenues (visitors use competitor's webshop)

## SOLUTION

- Transfer of web content and resources to the Open Telekom Cloud (Web cache)
- Elastic IP bypasses web traffic to the new domain
- Resources/application scale automatically with user requests

## BENEFIT

- Availability of the e-shop secured, customer requests are served
- Great shop performance – Scalability ensures good user experience
- OIT costs directly related to business
- Cost-effective and future-proof solution.

# Q&A TOOL FOR ONLINE SHOPS

## RELIEF OF CUSTOMER SUPPORT MANAGEMENT



### CUSTOMER SUPPORT

Q&A Tools relieve the support for customer requests and provide access to gathered knowledge.

### CHALLENGE

- Growing company needs to meet increasing load on customer inquiries
- Setup of q&a tool
- Service at the web hoster not performant / unavailable (overcommitment of IP)
- Avoid rising costs for larger web hosting package.

### SOLUTION

- 1 vCPU / 1 GB RAM server in Open Telekom Cloud.
- Elastic IP for Internet access to q&a tool.
- Smallest RDS for database with 100 GB in its own subnet (no Internet access).
- Apache web server, PHP and MySQL client, Question2answer tool.

### BENEFIT

- A powerful q&a tool relieves customer support permanently.
- Scalable at any time, if data base or access grows.
- Low cost, minimal risk.
- Easy implementation with open source software.

# TRANSPARENCY FOR INVENTORY

## STORING BIG AMOUNTS OF DATA



### RETAIL MARKET

Low margins, rising customer expectations - retailers need solutions to substantially decrease costs. Transparency about the inventory – be it in shops, be it in distribution centers, be it in transit – is the essential basis for optimization of stocks

### THE CHALLENGE

- Retailer faces high costs through logistics, purchase and oversupply
- Collection of inventory data (plus location of goods) is not possible long-term with the existing IT resources
- Historic data shall be saved for predictive analytics
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### SOLUTION

- Storing of data in highly scalable object storage
- Classification of data in hot, warm and cold status
- Simple enhancement of existing in-house systems

### BENEFIT

- Cost-efficient, future-proof data storage, storage scales with data growth
- Basis for future analyses
- Current status for location and existing amount of specific goods

# INVENTORY OPTIMIZATION

## BIG DATA ANALYTICS HARMONIZE SUPPLY AND DEMAND



### EFFICIENCY GAIN FOR RETAILER

Inventory optimization offers a way to more efficiency to decrease supply chain costs in retail. Big data analytics synchronize supply and demand, reduce inventory, decrease costs for logistics, storing and purchasing goods.

### THE CHALLENGE

- Over supply creates high costs for logistics and storage of goods
- Out of stock at point of sales reduces revenues
- Optimization of inventory demands high invests for performant, only temporarily used IT

### SOLUTION

- Temporary provision of OTC flavors (disk-intensive) for analyses based on templates
- Storing of analytic model als private image
- Usage of different storage classes – according to status of data (hot, warm, cold)

### BENEFIT

- Goods can be purchased on demand, costs can be aligned to business/customer demand
- Optimized inventory reduces shipping and storage capacities
- Synchronizing supply and demand
- On demand IT for analytic calculations