

C&C Casa e Construção: Elevating e-commerce with AWS cloud

C&C took its e-commerce to the AWS cloud, guaranteeing the scalability and stability required by its customers



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Reference project:



“It’s rewarding to work with partners like T-Systems and AWS to offer a successful customer experience.”

Rodrigo Abreu - IT manager at C&C

C&C Casa e Construção is one of the largest retailers in the home center segment for flooring and wall coverings in Brazil and one of the pioneers in the sector to sell its products online, which has been the case since 2001. With more than 45,000 items available, the chain now has 27 stores and two distribution centers and its e-commerce operation accounts for around R\$10 million a month in sales, making it one of the company’s top five stores.

To maintain its competitive edge and meet the growing demand for online shopping, C&C decided to enhance its e-commerce platform. To achieve this, C&C partnered with T-Systems to migrate its e-commerce operations to the Amazon Web Services (AWS) cloud.

The partnership with T-Systems and AWS sets a strong foundation for C&C’s ongoing innovation and digital growth.



At a glance

- The on-premises infrastructure struggled to handle traffic spikes during peak shopping seasons
- With the support of T-Systems, C&C embarked on its digital transformation journey by migrating its e-commerce platform to the AWS cloud
- Utilized a combination of AWS services, including EC2, ELB, RDS, FSx and S3, to build a scalable and reliable infrastructure
- C&C successfully addressed its scalability, performance, and security challenges

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Reference in detail

Customer pain points

Strategically, the online operation was based on an on-premises infrastructure, which, according to C&C's IT manager, Rodrigo Abreu, hindered its growth. "During the hottest sales periods of the year, it was difficult to make those machines keep up with growth, and the occurrence of errors and slowdowns led customers to give up shopping," he recalls. What's more, expanding the structure meant increasing response times and, worse, keeping machines idle for much of the year.

The executive recalls that each seasonal peak identified the need to add new machines, which led to an environment structured around 19 servers to ensure that C&C customers had a good shopping experience. "Even so, the prospect of growth would mean that consumers would demand more speed, availability, assertiveness and scalability," he says.

To tackle the issue, C&C's IT department turned to its technology partners in search of the best solution. "T-Systems brought us the option of migrating our e-commerce to the AWS cloud, and we saw that it was a scalable alternative, with a focus on growth and security," he explains.

How T-Systems solved it

In all, the project to migrate C&C's e-commerce to the AWS cloud required three months of planning and then eight months of implementation. T-Systems' account executive, Fulvio José Canever, explains that T-Systems, which is a Premier Tier Services partner of AWS and has certifications such as Partner EC2 for Windows Server Delivery and Partner Migration Services Competency, used the partnership to develop the architecture of the new solution, its implementation and subsequent support.

"For this project, we decided to redefine the architecture used for the e-commerce operation, which allowed us to consolidate 19 physical servers into just seven cloud servers," he explains. In the end, the new infrastructure was delivered using services such as Amazon Elastic Compute Cloud (Amazon EC2) instances and Elastic Load Balancing (ELB) for development; Amazon Relational Database Service (Amazon RDS) and Amazon EC2 for SQL, for database support; and, in storage, Amazon FSx for file server and Amazon Simple Storage Service (Amazon S3) for static data.

For Abreu, the change was fundamental in paving the way for the operation's growth. "Today, the consolidated servers take care of our environment, and everything is easier. If we have to carry out preventive maintenance, this will be transparent to the client and we will have an environment that is resilient to any kind of risk," he says.

Business impact

C&C's IT manager emphasizes that today the chain's e-commerce operation has a scalable and fast architecture, ready to meet customer demands without waiting or slowing down. "It's difficult to quantify sales losses, but we know that the environment we have today won't create situations that could lead to customers giving up on their purchases. The experience takes place without waiting and without slowdowns," he says.

The executive also highlights the simplification of managing the environment and the possibility of being able to count on new resources in a few hours, in processes that in the previous environment could take days. Abreu emphasizes the importance of providers in this context. "T-Systems and AWS have been fundamental in a critical process for our e-commerce, taking care of the environment to increase or reduce it whenever necessary, without losing stability," he says.

In addition, Canever, from T-Systems, recalls that the e-commerce migration project gave C&C the vision that other applications and demands can also enjoy the benefits of a cloud infrastructure. "We generated results in the first project and positioned C&C to explore the benefits of relying on the AWS cloud and T-Systems for new projects," he concludes.

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