brodos.net

# A RECIPE FOR SUCCESS FOR LOCAL RETAILERS: PERSONAL CONTACT, DIGITAL COUNTER

Online retailing is putting a lot of pressure on local retailers. brodos.net helps them with its omnichannel platform. It allows them to combine their strong local presence with a digital store shelf, an online shop with a CMS system and tools for e-mail marketing.

It's a concept that works: the omnichannel platform from brodos.net is in great demand. That's why the company wanted to equip itself for further growth and was looking for a suitable provider who could offer scalable public cloud resources.

However, brodos.net didn't want to make any compromises when it came to data security and data protection. After all, trust has the highest priority in the industry. The solution for the Bavarian company: brodos.net now hosts the omnichannel platform in the Open Telekom Cloud. According to the provider, this has allowed it to increase the performance of its systems by around 40 percent – and as a result it is prepared for further growth at all times.

## AT A GLANCE

**The Task:** brodos.net wanted to be able to meet the high demand for its omnichannel platform. Initially, the Baiersdorf-based company exclusively operated its own IT resources on site in its own data center. That's why brodos.net was looking for a cloud solution that could adapt flexibly to current needs.

**The Solution:** IT resources from the Open Telekom Cloud, which are provided from multiple-certified data centers in Germany. brodos.net uses virtual machines of the category Elastic Cloud Server (ECS), the Relational Databank Service (RDS), Object Based Storage (OBS), the Elastic Load Balancer (ELB) and the Cloud Container Engine (CCE).

**The Benefits:** brodos.net was able to increase the performance of the omnichannel platform by 40 percent. The availability of the Open Telekom Cloud is 99.95 percent. The high level of security has helped brodos.net to attract new customers. And thanks to its flexible scalability, the company is ideally equipped for further growth.

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## THE CUSTOMER: BRODOS.NET

Founded in 2011, brodos.net – a company of the Brodos Group – helps retailers with digitalization: brodos.net has developed an omnichannel platform that offers retailers a cross-industry solution for every touchpoint – from online shops with CMS systems to tools for e-mail marketing and digital store shelves. Soon brodos.net wants to offer its platform not only in the German-speaking area, but across Europe.

## THE CHALLENGE

In order to guarantee its customers maximum IT security, brodos.net initially provided its omnichannel platform exclusively from its own IT resources that were hosted on-premises. However, the company wanted to add flexibly scalable capacities from the public cloud in order to be able to respond even better to the rapidly growing demand. However, they weren't just expected to meet the same high security and data protection standards as the previous IT. In addition, they should minimize the risk of vendor lock-in, support uncomplicated container operation and increase the availability of the IT systems.

## THE SOLUTION

Today brodos.net hosts its omnichannel solution in the Open Telekom Cloud. „The decisive factor here was the trust we had already gained from our previous experience working with Telekom," says Brodos Managing Director Udo Latino. „The high level of data security and data protection offered by the IT resources from the multiple-certified data centers in Saxony-Anhalt also played a central role." Business Development Manager Felix Dingermann also confirms the importance of this point for brodos.net: According to Dingermann, there would be projects and customers that brodos.net would „probably not win" without Telekom's highly secure cloud resources.

In the eyes of brodos.net, the Cloud Container Engine (CCE) was another reason to choose the Open Telekom Cloud. With the help of the container management framework, brodos.net is able to provision and scale cloud containers quickly and easily – a basic prerequisite for further growth. „Without the CCE, we would have had to set up our own container management framework," says Dingermann. „That's possible, but it requires a lot more effort, which we have avoided."



Helping specialist dealers with digitisation:
the two brodos.net managing directors Felix Dingermann (left) and Udo Latino

In addition, brodos.net uses virtual machines from the Elastic Cloud Server (ECS), the Relational Database Service (RDS), the Object Storage Service (OBS) and the Elastic Load Balancer (ELB) in the Open Telekom Cloud.

## THE CUSTOMER BENEFITS

With the help of IT resources from the Open Telekom Cloud, brodos.net was able to increase the computing performance of its systems by around 40 percent. In addition, brodos.net can ensure a very high degree of availability and reliability. The Open Telekom Cloud guarantees an availability of 99.95 percent.

Currently, more than 1,000 brodos.net customers from various industries such as telecommunications, fashion, furniture, bicycles and electronics are already using the omnichannel solution from the Open Telekom Cloud – a number that could increase sharply in the medium term due to the expansion of the business to other European markets. With the scalable computing and storage resources from the Open Telekom Cloud, brodos.net is technically well equipped for further growth.

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Omnichannel – einfach buchbar

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