

# AWS Solutions for Retail Companies

## Sell More Products, Keep Customers Happy, Win New Business

Retailers today have to maintain their businesses across two very different channels: brick-and-mortar locations and online storefronts. Making matters more complex is the reality that shoppers have more information, and thus more buying power, at their fingertips than ever before. Retailers now have to flex to their customers' needs if they hope to keep patrons from jumping to competing brands.

Thanks to the cloud, it's easier than ever for major retailers and independent business owners to satisfy buyers across the entire customer journey, delivering personalized services based on real-world data and machine learning. Partner with ClearScale and AWS to design the ideal cloud ecosystem for your retail business and stay competitive in our fast-paced world.

## Here are three reasons to choose AWS and ClearScale



### Drive Online Sales

Build personalized recommendation engines using AI/ML to provide better shopping experiences to new and repeat buyers. Collect, store, and analyze massive volumes of data about how people engage with your brand and use that insight to enhance forecasting. Here's another word to count.

#### Customer Highlight: FiftyFlowers

**CHALLENGES:** FiftyFlowers wanted to create a more engaging customer experience by providing personalized product recommendations through its digital store. However, the in-house engineering team wasn't sure of the best way to leverage AI/ML without overspending on IT resources.

**SOLUTION:** ClearScale implemented Amazon Personalize, a machine learning service that delivers real-time recommendations to users based on multiple factors, including purchase history and cart additions. ClearScale also set up a personalized notification feature and a search engine prototype to further enhance FiftyFlowers' online store.

**BENEFITS:** FiftyFlowers now has a fully automated, AI-powered recommendation engine that gets smarter over time. The retailer's platform can make accurate predictions about what new and returning shoppers want, increasing sales and bottom-line profitability.



### Prevent Downtime and Missed Revenue

Improve the resiliency of your eCommerce platforms, payment portals, and mobile apps so that you never miss a sales opportunity, in-store or online. Also, boost the elasticity of your IT infrastructure to make sure your ecosystem can scale with demand surges and seasonal trends.

#### Customer Highlight: Minted

**CHALLENGES:** Minted had a Rackspace core production infrastructure that was cumbersome and complicated to maintain. The company also had trouble deploying and testing new applications, as well as scaling with online traffic during certain times of the year.

**SOLUTION:** ClearScale automated Minted's server infrastructure provisioning process using AWS Elastic Kubernetes Services and Managed Streaming for Apache Kafka (MSK). The team also implemented Amazon Aurora to give Minted a fully managed, multi-region, secure relational database.

**BENEFITS:** Minted's platform can now handle heavy performance loads and is less at risk of experiencing unexpected downtimes for its artisan user community. Plus, Minted's data is better protected, giving the company peace of mind that didn't exist previously.



### Enhance Customer Experiences


Optimize customer shopping experiences and increase sales by designing applications that keep people coming back to brick-and-mortar and online stores. Launch compelling digital storefronts, deliver seamless customer support across various distribution channels, build self-service portals, and more with AWS.




#### Customer Highlight: Cardganize

**CHALLENGES:** Cardganize wanted to reduce human error, fraud, and inefficiencies related to gift card buying and reselling. However, Cardganize didn't have the cloud expertise to build an all-in-one solution capable of fulfilling the company's vision.

**SOLUTION:** ClearScale developed a cost-effective SaaS solution for Cardganize using various AWS services, including EC2, S3, and Elastic Beanstalk. The team also built out the backend AWS infrastructure to ensure Cardganize's platform could scale effectively with demand without affecting performance.

**BENEFITS:** Cardganize now has a multi-tenant, point-of-sale solution that is scalable, flexible, secure, and easy to use. The company was able to launch its application in time for a busy holiday season, and the engineering team has the capabilities to keep the solution in compliance with the latest regulatory guidance related to gift card buying and reselling.

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## About ClearScale

Founded in 2011, ClearScale provides cloud-native consulting solutions designed exclusively for AWS. Our engineers, architects, and designers have earned 11 AWS competencies - including machine learning - and over 100 AWS certifications. We've demonstrated technical expertise and ability to generate tangible results for all types of businesses, including retailers, on the AWS cloud.