



rackspace

Rackspace Customer Story – Retail

Helping Boozt maximise the results of increased customer demand

Rackspace supported Boozt on its infrastructure overhaul giving the retailer the foundations to grow into a leading fashion provider.

Our customer

Boozt Fashion is a Nordic technology company selling fashion and beauty online. With 1.4 million active customers, it aims to become the region's leading fashion provider, targeting the modern family that values convenience.

The obstacles they faced

As Boozt grew, the demands on all its systems were increasing. This was particularly pronounced during peak periods like Black Friday, which generated ten times the website traffic. At the same time, it had a small team, limiting what it could realistically achieve.

How we helped

Working with Rackspace, Boozt migrated its infrastructure to Google Cloud Platform. This gave the retailer a scalable, secure and reliable base from which it could continue to grow, handle the increased traffic and having access, thanks to its partnership with Rackspace, to a knowledgeable, experienced team.

What we achieved together

Thanks to the migration to Google Cloud Platform and ongoing support of Rackspace engineers, Boozt managed a 40 per cent hike in customer visits over the Black Friday weekend - equating to around 50,000 new customers - without a minute of downtime or any performance issues.

Boozt.COM



“Working with Rackspace means we can access a team that already has a lot of knowledge building out dedicated data-centers and working with hardware.”

Aurelijus Valeiša
Web Development Director, Boozt

Rackspace helps Boozt on its mission to become the Nordics’ leading fashion retailer

Boozt is one of the fastest growing fashion retailers in the Nordics, with 1.4 million customers and ambitions to become the region’s leading clothing and beauty provider. It is committed to delivering a high level of service and customer experience, with a focus on customers being able to order and receive their shopping within a day. This is all driven by technology.

As the business grew, it found all its systems were increasingly under pressure. It wanted to incorporate machine learning into its operations, but first it needed to ensure that its infrastructure could cope with ever growing traffic. Working with Rackspace, Boozt migrated to Google Cloud Platform (GCP) in three months, ensuring it was ready to take on peaks like Black Friday with no downtime.

Supporting an ever-changing business

Founded in 2007 as an e-commerce platform for other brands, Boozt has continually evolved. In 2011, it launched its own shop with the ambition of becoming the Nordics’ leading fashion provider. Customers can choose from over 500 brands, with the aim being that they will receive orders within a day of placing them.

This is all driven by technology. “We are very focused on providing a good service to our customers,” said Jesper Brøndum, CTO, Boozt Fashion. “Our customers are the modern family that has too little time to go shopping. If something doesn’t work for them, they will go elsewhere. That’s why we need to ensure

that Boozt.com is always available and performing optimally.”

That meant being able to not only deliver during usual business conditions, but at peak times as well. For retailers, that means the Golden Period of Black Friday and Christmas, when website traffic can be ten times that of a normal day.

As well as website performance, Boozt is always looking at ways in which it can better use data as it seeks to offer a personalised experience. Being able to rapidly process and analyse information will help the retailer react faster to trends in the market, but as Brøndum explained, the business itself needs to be operating efficiently for the likes of

machine learning to be successful. “It’s the only way to get the best out of something like machine learning. You need to integrate these innovations into your existing systems, which means your infrastructure needs to be able to scale accordingly.”

To achieve all this, Boozt spoke to Rackspace, who recommended migrating to the cloud based on its scalability and growth patterns. Why GCP specifically? “We have a longstanding relationship with Google through our use of Google Ads and Analytics, so it made sense to use it for our cloud provider,” said Aurelijus Valeiša, web development director, Boozt.

Helping a lean team scale

Historically, Boozt had operated on lean principles, with few employees using technology to achieve the work of much larger organisations. While this had got the company far, Boozt realised it would need new skills if it were to successfully migrate to the cloud.

“We had two choices – go out and hire and build what we need or find someone that has done it before,” explained Valeiša. “Working with Rackspace means we can access a team that already has a lot of knowledge building out dedicated data-centers and working with hardware.”

Planning began at the end of January, the time of the year Boozt usually starts deciding on infrastructure strategy for the following Black Friday. Transition started July and took around three months to complete. As well as preparing the infrastructure, Rackspace also supported Boozt’s technology team as it consulted with the business. Through Customer Reliability Engineering workshops, both Boozt and Rackspace explained to the business how GCP would support reliability and align technical goals with business goals.

“Across the business, people wanted to be sure that we would continue to be reliable, and that the website would be available. The workshops helped show what was happening, how it all works, and really changed the way the business views cloud and how it can deliver reliability,” said Valeiša.

“In today’s world, you need to be able to react fast. As a technology company, we could have built everything ourselves, but that would have taken more time. By working with Rackspace, we benefit from its experience and knowledge, and can reap the rewards both now and in the future.”

Jesper Brøndum, CTO, Boozt Fashion

A true test

The migration to GCP may have been straight forward, but the true test would come with the next Black Friday. When the weekend in November came around, the platform delivered exactly as expected – not a single minute of downtime, nor any performance issues. This despite a 5 times traffic increase compared to normal days, equating to 40 percent growth year on year and around 50,000 new customers. On top of that, Boozt distributed 70,000 orders the next day alone.

For both Brøndum and Valeiša, there is only one reason for this – the shift to the cloud. Aside from the customer and website metrics, there was another way of measuring

its success: according to the latter, “we slept well Black Friday night.”

A data-powered future

While handling peak events is critical to the business, it has ambitions to continue to deliver a better experience to customers. For that, it needs to be able to use data. It has already seen results – a 50 percent increase in click throughs on recommendations thanks to better use of relevant items when customers are browsing. None of which would have been achieved without a reliable, scalable platform and the expertise to deploy it properly.

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About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximise their IT investments. As a recognised Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™ – the best customer service experience in the industry. Rackspace has been honoured within the top 100 Great Places to Work for more than a decade.

Learn more at www.rackspace.com

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