



CLIENT SPOTLIGHT SPORTSWEAR RETAILER

An Enterprise Service Bus (ESB) saves retailer tons of time and improves reliability and reporting

CHALLENGE

This client is a large retailer of luxury performance sportswear and resort apparel sold in retail stores and online. As the business rapidly grew, it required new systems and applications to support this growth. These new applications were historically implemented with point-to-point integrations resulting in a complex and unwieldy environment that will only be exacerbated as new applications are introduced.

This integration model was unreliable, and the lack of observability led to lost or delayed messages and orders. Furthermore, significant time and effort (cost) was needed to resolve failed integration of key business events. The abundance of time required to monitor and maintain the system presented a challenge in responding to dynamic business needs. This not only introduces a higher risk of errors into the system but also directly impacts both customer and employee experiences. The customer experience is affected by shipments that arrive before order confirmations and orders not being fulfilled on time (missed allocation). Shipping must then be upgraded to prevent late deliveries.

For the retailer's employees, team members spend a disproportionate amount of time resolving failed integration jobs, performing root cause analysis and chasing down failed transactions. This often requires weekend and night work which can lead to employee burnout and job dissatisfaction. To sustain and enhance business growth, there is a pressing need for a more efficient and robust integration solution that addresses these challenges.

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SOLUTION

3Cloud recommended a Enterprise Service Bus (ESB) to replace the existing point-to-point approach to enterprise application integration. Utilizing powerful Azure Integration Services, this scalable platform will decouple applications, APIs, databases, and all other elements of the digital estate, enabling them to communicate asynchronously and change independently. The introduction of an ESB offers the flexibility for enterprise-wide, inter-application communication and forms the foundation for vastly increased business intelligence via real-time, enterprise-wide telemetry. In addition, the introduction of an ESB offers the much-needed flexibility for message delivery based on application restraints.

Beyond the core ESB implementation, 3Cloud also recommended a robust framework to provide the client with a single place to view the status and health of all integrations that enables rapid identification and resolution of failed integrations and/or specific failed transactions. A simplified architecture was designed, streamlining the distribution of a single message to multiple applications. The ESB empowers the retail client with a more agile, faster and easier to maintain environment.

RESULTS

The transition of this retailer to an Enterprise Service Bus (ESB) has yielded substantial time savings for IT resources responsible for maintaining a medium to large application environment, as their time is not spent doing point-to-point updates and fixing connections, but only need to update one application.

Furthermore, the integration of an ESB has empowered them with enhanced reporting and analytics capabilities by enabling direct access to data from the ESB. The improvement in message delivery reliability has been a notable outcome, ensuring that critical information reaches its destination consistently. The introduction of a single control panel offers a comprehensive view of the entire integration landscape, streamlining monitoring and management processes. Additionally, the ability to easily scale new applications to the ESB environment positions the organization for seamless growth and

CLIENT PROFILE

Luxury performance sportswear retailer.

Annual Revenue: \$700M

Employees: 260

Innovation Focus: App Innovation