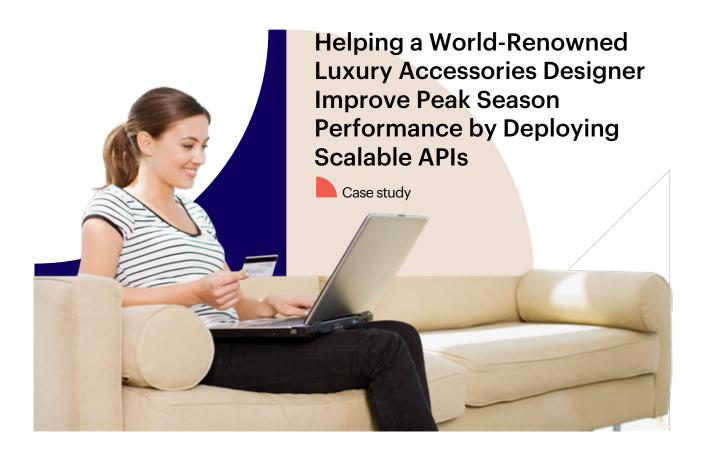
zensar







The client is a world-renowned, award-winning designer of luxury accessories and ready-to-wear products. The client has over 40 years of rich tradition and produces a wide range of products under its signature collection. These products include accessories, footwear, watches, jewelry, ready-to-wear products, wearable technology, eyewear, and fragrances.

Zensar helped design and migrate the client's existing enterprise service bus (ESB) dependent APIs to the cloud partner's API Gateway. We took a phased approach to target region-specific e-commerce APIs first, followed by global APIs in the next phase. We did this by developing an independently scalable API deployment architecture for North America and Europe. We also provided clear usage guidelines for every API and production support for API consumers after migration, enabling the client to manage high traffic volumes and achieve better peak season performance.



Large website tra~ic volumes

Scaling:

During high sales events, when traffic volumes were large, the existing ESB system could not scale up, making it impossible for many visitors to access the website

Reliability:

The client had limited virtual machines with limited support for concurrency during the holiday season, creating challenges with website accessibility and serviceability

Revenue loss:

There was a potential revenue loss due to scalability and reliability issues







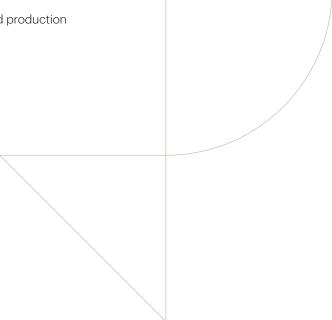
Cloud migration for scalable deployment of APIs

Our solution focused on the following:

- Design and migrate the client's existing ESB-dependent APIs to the AWS API Gateway
- A phased approach to target region-specific e-commerce APIs in the first phase and global APIs in the second phase
- Independently scalable API deployment architecture for North American and European regions
- Usage guidelines for every API and production support for API consumers

YoY additional business with increased top line

- Seasonal customer demand spike met by successfully migrating to the AWS API Gateway services, providing high availability and load balancing
- YoY 20 percent additional business captured during sales and holiday seasons
- About 40 percent cost reduction toward infrastructure





At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.4 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.