FullBeauty Brands, Ecommerce: Scaling with Retail Seasonality

Integrating middleware and leveraging use pay-as-you-go AWS technology.

FULLBEAUTY BRANDS™

Cost optimization and technical transparency for major plus-size apparel brand

$300,000 Saved in license costs	**Technical troubleshooting: Traceability improved**	**Robust and Flexible Structure for Scalable Organization**
Saved $300K on middleware licenses after cost optimization	Technical issues can now be pinpointed and solved faster with IO Connect's tracing instrumentation,	With IO Connect's design, FullBeauty can rapidly introduce new products, middleware integrations and scale faster

One of the biggest challenges for today's retail e-commerce companies is the seasonality of their business. The release of a new product line, the launch of a promotional sales campaign, or peak purchasing time around the holidays can significantly increase online activity.

Many retail entities depend on an array of middleware applications to optimize inter-departmental processes. This reliance frequently culminates in the procurement of excess technological resources throughout the year.

FullBeauty Brands, spent upwards of $300,000 per year for an underutilized MuleSoft license. In addition, the renewal process for this platform was cumbersome and complex, requiring a significant number of legal resources to review documents.

Migrating to an AWS cloud-based solution would deliver all the necessary components to create a robust, highly available, seasonably scalable, and secure serverless solution.

About FullBeauty Brands

Founded in 1901, FullBeauty Brands serves plus-sized customers with fit, fashion, style, and comfort. It offers an online marketplace that delivers a curated collection of styles from renowned brands, making it a popular fashion and lifestyle destination for those men and women looking for sizes 12 and above.

Challenge

FullBeauty was using the AnyPoint Platform by MuleSoft, which required purchasing an annual license that could accommodate the company's peak periods. However, since those peak periods occurred only occasionally throughout the year, much of the capability behind the expensive technology went unused.

The licensing renewal process was complex and required costly legal review, and the knowledge required to support MuleSoft workflows resided with only a few key employees, introducing a significant risk to the brand if they departed.

In addition, FullBeauty needed multiple middleware integrations into an antiquated legacy system to keep its various departments operating efficiently. For example, the warehousing and shipping area may use a logistics package, the finance department relies on accounting software, the sales team depends on a CRM (Customer Relationships Management) solution, and so forth, resulting in significant integration challenges throughout the enterprise.

Solution

FullBeauty Brands contacted IO Connect Services to help it migrate to AWS, modernize its website resources, and integrate its middleware solutions. By leveraging the AWS serverless technologies, the company could take advantage of the pay-as-you-go options, which scales natively during the peak seasons.

First, the IO Connect team helped FullBeauty accurately calculate its cost per transaction on AWS, which allowed the business to estimate its transaction volume and project AWS usage. Then, the team applied its expertise in middleware integration and lean best practices, which resulted in improving both resiliency and transparency of the entire system. For example, AWS allowed FullBeauty to easily pinpoint problems within its multiple middleware applications to troubleshoot efficiently, which is unavailable in most other platforms.

The solution was fully automated and thoroughly tested before deployment, giving FullBeauty Brands complete confidence that it was stable and robust before going live. In addition, since AWS allows companies to bring their own programming languages, it was easy for the FullBeauty team to utilize its many employees who had experience in multiple programming languages to effectively work with the new solution.

Results

IO Connect efficiently partnered with FullBeauty, delivering the new solution on schedule and within the allocated budget. With FullBeauty's internal system singularly integrated with middleware via a dedicated VPN, the migration process was smooth, concentrating on workflows, protocols, and agreements, all while ensuring zero data loss.

The robustness of the new platform significantly reduces potential failures. However, when rare middleware issues arise, they can be quickly pinpointed, reducing the troubleshooting burden on individual departments.

The self-reliant nature of the AWS serverless platform minimizes maintenance and support demands. Additionally, the platform's compatibility with the programming languages the engineering team was already using, meant they did not face a steep learning curve.

In the future, FullBeauty is positioned to quickly introduce new products or other middleware integrations as needed into the existing AWS system, which provides a robust structure and flexibility for the organization to grow.

About IO Connect Services

IO Connect Services is a company specializing in Information Technology Consultancy Services. All our team members have one thing in common: our enthusiasm for technology and our passion for customer service excellence. We provide services in all North America, LATAM and Europe. Our headquarters are in NYC metropolitan area, and we also have offices in Guadalajara, Mexico and Madrid, Spain.