

CASE STUDY

A leading alcoholic beverages company adopts the public cloud to improve its digital marketing platform



Executive Summary

The world's leading alcoholic beverages company was hosting 200+ digital marketing websites for its 70+ brands, leveraging a centralized virtual hosting infrastructure. However, its brand teams did not adopt a centralized digital marketing platform for a number of reasons, including inflexible technology stacks, longer lead time to launch a digital asset on the centralized platform (process, people and technology limitation), and lack of on-demand capacity. This resulted in a digital asset sprawl across multiple hosting locations and partners. The central IT team had lost track of its brands' digital assets and every brand was spending money on creating similar functionality, e.g. consumer registration.

The company's IT team consulted Infosys to address these issues without impeding the innovation of the brand teams and their creative digital agency partners. Infosys took a systematic approach to solve the client's concerns. Infosys analyzed the digital marketing platform adoption challenges by interviewing the brand teams and creative agency partners. It architected a solution that would address every challenge articulated by the brand teams and creative agencies. The final solution exhibited the innovative approach and thinking of Infosys' architects in addressing the business challenges, e.g. balancing technology standardization vs. technology stack flexibility.

The result was a 40 per cent reduction in hosting costs by migrating onto the Amazon Web Services Cloud, as well as a 45 per cent reduction in service management costs by automating self-service facilities for the launch of the new marketing / campaign website. Further, brand adoption increased to 100 per cent.

When the world's largest distiller of spirits, as well as one of the leading producers of wine and beer, needed a digital marketing platform that could tout its many popular brands around the globe, it turned to Infosys. The global enterprise needed a partner to walk it through its digital transformation journey that would renew its existing digital marketing platform with capabilities to address present-day business and technical challenges.

This was no small task, especially given the fact that the company wanted this renovation to address a few conflicting requirements from IT team and brand teams, including:

- Standardizing technology stacks to optimize costs as well as flexible technology stacks to facilitate the brand team's innovation
- Stringent digital asset onboarding processes for multi-tenant i.e. multi-brand digital marketing platform stability, as well as faster time-to-market for digital marketing campaigns
- Stringent security requirements, as well as simpler access for brand teams and creative agencies

Though addressing the diverse requirements of global brands and markets was a challenge, it was entirely feasible given the arsenal of tools / solutions that Infosys had at its disposal to help the spirits giant on its digital journey.

Infosys analyzed the requirements and concerns from both sides (IT as well as brand) and took a systematic technology-enabled approach to address the requirements. The beverage company, based in London, needed help in implementing a system that didn't have the so-called pain points of its legacy platform. The legacy platform was slow due to the IT team's enforced quality gates e.g. application vulnerability testing was a 'must' for every major release of the digital asset, which was inflexible due to standardized technology stacks (enforced by IT to optimize the cost), and had limitations when it came to mobile and social channels (due to the burst traffic nature of those channels and lack of on-demand capacity). It was imperative that the digital marketing platform and associated apps perform well in the field because of the global reach of the company and the sheer number of brand ambassadors and brand consumers that would access the applications round-the-clock.

Right from the beginning

From the onset of the journey, Infosys was clear about the challenges of taking on such a project. Members of the Infosys team worked with the client to implement solutions, along with applications that made the new digital platform the ideal fit for the brands across the globe.

When Infosys came in and worked with the company's IT leaders and brand teams, it became apparent very quickly what was missing:

- Flexibility in selecting the technology stack for the campaign website / app
- Seamlessness in deploying the digital asset 24x7 on the centralized digital marketing platform
- A system that could perform consistently during a successful mobile or social media campaign

So what were some of the key takeaways from this large implementation that included not only faster time-to-market for brand and campaign web sites but also on-demand capacities in pay-per-usage models and improved platform adoption by brand teams? Being a 35-year-old company has given Infosys exposure to many industries. In this case, they were

working with a distinguished British company with more than 70 spirits, wine, and beer brands, the world over. As a truly global firm, you cannot expect a marketer on the road to fumble while meeting with an important distributor. Similarly, you cannot expect a consumer on the mobile app to falter while redeeming the mobile voucher in the local store.

Enterprise Grade Platform for 100 per cent adoption

Infosys developed an Enterprise Grade Platform on AWS Cloud with the following highlights:

- Designed a highly available solution by leveraging two availability zones in an AWS region that can withstand even complete availability zone failure
- Designed security architecture in-line with defense-in-depth principle, leveraging multiple security controls and governance processes
- Automated website launch processes through a self-service portal (leveraging CI / CD technologies) to facilitate 24x7 digital asset deployment by creative agencies

across the globe. This greatly reduced the lead time to launch campaign websites and resulted in faster time-to-market.

- Standardized the website hosting technology stacks to derive the benefit of multi-brand website hosting, while providing an option for single brand website hosting stacks to satisfy any non-standard technology stack requirements. The single brand website hosting stacks provisioning was fully automated (leveraging AWS CloudFormation) after going through the appropriate brand budget approval workflow.
- Multi-factor authentication was mandated for all privileged access
- Secure connectivity for 200+ creative agencies across the globe leveraging Open VPN-based Client-to-Site (C2S) VPN with multi-factor authentication
- Logical Shell access into multi-tenant website hosting stacks for creative agencies to facilitate website configuration, database backup, etc.
- Complete website acceleration (including SSL content) through Amazon CloudFront CDN for

enhanced end-user experience

- Managed service costs were reduced by automating most of the service requests through a self-service portal e.g. website release, including website vulnerability testing, environment provisioning, AMI management, clearing/invalidating CDN cache, start / stop cloud servers, etc.

The platform was enabled through AWS as well as non-AWS services / products. It had 180+ cloud servers, more than 54 TB of block storage, and more than 40 cloud load balancers. It leveraged Amazon Simple Queue Service (SQS) for creating loosely coupled applications and Amazon ElastiCache for uplifting the DB query performance. Git, Jenkins, and Puppet enabled DevOps release cycle for digital assets, while Amazon CloudFront CDN accelerated full-site delivery for consumers across the globe including secure SSL content. AWS CloudFormation, along with custom wrapper script, automated the entire lifecycle of digital assets on the digital marketing platform. An array of security controls WAF, Vulnerability Manager, SIEM, HIPS, AV, OTP, IDAM, etc., enhanced the security posture of the digital marketing platform.

The Benefits

Today, the digital marketing platform achieves 100 per cent adoption by the brand teams. The centralized platform adoption yields multiple benefits for both the IT and brand teams. The IT team has complete visibility of its digital assets and complete control over hosting spends. Also, the IT team created multiple reusable assets in the form of web services that could be consumed by brand websites to prevent multiple brands developing the same component / feature multiple times. The brand team is satisfied with the security assurance provided by the centralized digital marketing platform at no cost to the brand. Also, the team has the flexibility to choose the technology stack it will use to enable its upcoming campaign. They can now deploy the digital assets in minutes, as opposed to days / weeks mandated by the legacy platform.

A 40 per cent reduction in hosting costs by migrating into the AWS Cloud, and a 45 per cent reduction in service management costs through automation, has been achieved by providing a self-service facility for the website launch. Finally, it is happy faces everywhere – the IT team, 70+ brand teams, and 200+ creative agencies!



For more information, contact askus@infosys.com



© 2016 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

Stay Connected    

