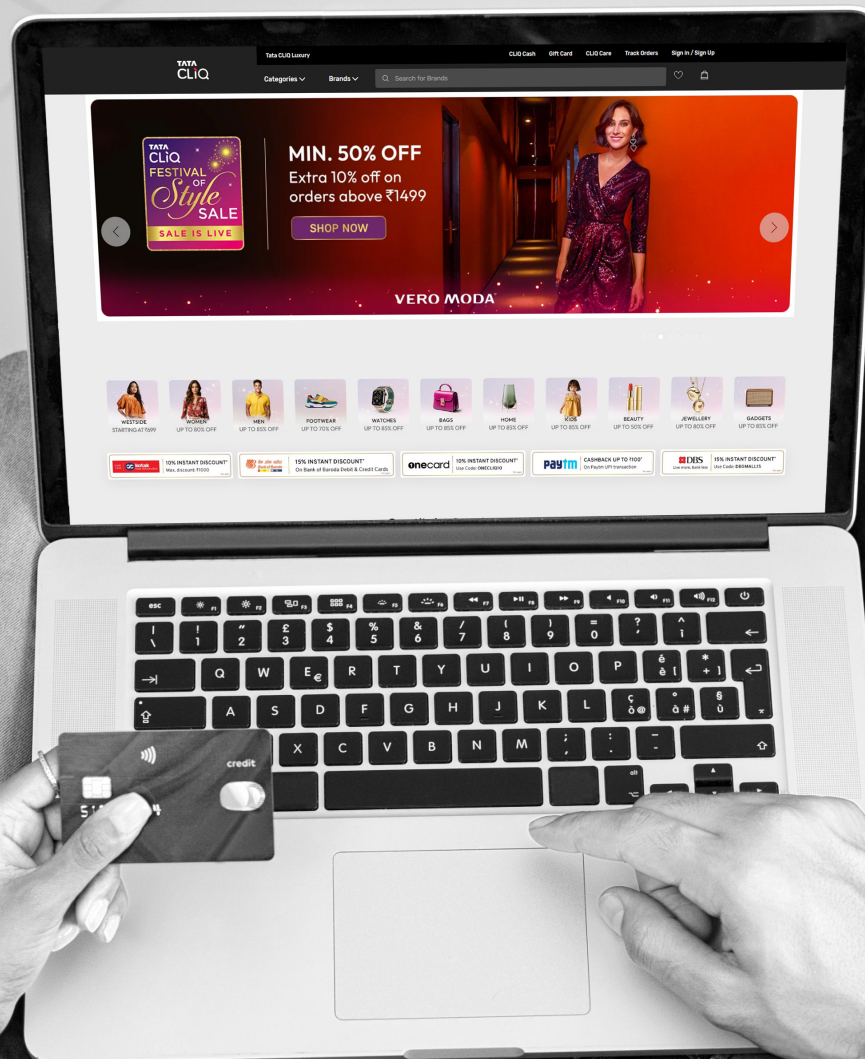


**TATA
CLiQ**

Case Study

Tata CLiQ achieves significant increase in revenue and 60% faster time-to-market with managed cloud services



Revolutionising ecommerce with a robust infrastructure

In this modern era of digital commerce, customer expectations have never been higher. Users demand fast, seamless experiences when they visit ecommerce websites. If the system falls short, the cost can be steep - it risks losing customer loyalty, reputational damage, reduced conversions and ultimately revenue loss.

Like all other ecommerce companies, Tata CLiQ, the flagship digital commerce initiative of Tata Unistore, needed a robust and scalable infrastructure encompassing everything from the website performance to its ability to handle high traffic volumes, to optimised security for its seamless operations. A strong foundation was essential for company to position itself for growth, stand out in India's fiercely competitive ecommerce space and deliver an exceptional shopping experience that increases customer retention.

Revenue loss due to downtime and outages

During its initial years of operation, Tata CLiQ used a private cloud to run its infrastructure. However, system reliability and scalability were major concerns, which led to persistent inefficiencies. Regular long downtime and outages, often triggered by system overload or new feature releases, significantly disrupted service availability. During the company's 10/10 peak shopping sale seasons, the system couldn't handle the massive surge in traffic and underperformed. All this led to a detrimental impact on the business causing poor user experience, decreased customer loyalty, reduced conversion rates and damage to company's brand reputation. In ecommerce, even a few minutes of downtime can lead to financial losses in the tens of thousands of dollars, not to mention customer frustration. Security was another key priority for Tata CLiQ. Any breach could compromise confidential information and result in loss of viability for the business. It was critical to ensure all transactions are done in a safe environment thus safeguarding valuable customer and business data.

Tata CLiQ needed a resilient, scalable, secure, and cost-effective platform to support its e-commerce requirements.



About Tata CLiQ

At Tata CLiQ, everything you see is Hand-piQed and 100% AuthentiQ - sourced straight from the best brands and their authorised resellers from India and across the world, just for you.

Begin your journey online with one of the fastest growing, e-commerce brands in the country and have a seamless online shopping experience. Immerse yourself in the joy of browsing through the best Indian and international brands in fashion, luxury, electronics and jewellery.



Leveraging Tata Communications' Managed Public Cloud Services for AWS to deliver high-performance, reliable platform

With the right infrastructure, it is easy to maximise the performance and also scale as per business demand. Tata CLiQ knew that harnessing the potential of public cloud is the right solution to its infrastructure performance and scalability challenges. Based on these requirements, the company took a strategic move to migrate its infrastructure to AWS cloud for scalability and reliability, enhanced user experience and improved business efficiency. Tata CLiQ needed a partner with in-depth cloud knowledge to lead this migration and hence decided to leverage Tata Communications' expertise to design and orchestrate a successful migration to AWS cloud with minimal risk to operations.

Speaking about choosing a managed services partner for this cloud transition, Mayank Solanki, Director of DevOps and Infra, Tata CLiQ says:

"It helps us leverage skills that take a long time to acquire. Having worked with various organisations in multiple shapes and sizes, Tata Communications knows the ins and outs of cloud computing and have the technical expertise required to execute the cloud deployment effectively. By removing complexities associated with cloud, they have helped us set up, manage and protect our cloud environment so that we can focus on our growing business."

Unlocking success: the impact of choosing the right partner

As an AWS advanced consulting partner, Tata Communications provided unmatched capabilities for end-to-end support from design consultation and migration to round-the-clock monitoring. The team devised a customized strategy to ensure smooth transition and optimal cloud performance:



Multi-account and multi-VPC (virtual private cloud) setup for different environments to limit the security attack blast radius



Multi availability zone created for better application and database resiliency



End-to-end DevOps implementation for automation and faster code releases



A range of security features to manage the user access and permission, control inbound and outbound traffic, threat detection etc.

Seamless scaling for peak sales seasons

Tata CLiQ can now quickly scale its resources up or down based on fluctuating demand thus ensuring optimal performance. This flexibility is critical to maintain uptime, manage costs and most importantly provide an exceptional customer experience. In ecommerce business, no matter how prepared you are, you may end up in a situation where your deployed capacity is running at 100% utilization and you are unable to cater to traffic surge. It is not easy to scale infrastructure on the fly. However, with this cloud transition, managing huge traffic during the peak sale period has become a smooth sailing for Tata CLiQ. Based on the traffic pattern, the expert DevOps and SysOps support teams from Tata Communications spin additional servers / resources using AWS auto scale feature. This enables the Tata CLiQ team to easily meet the predicted traffic on peak sales days and as the traffic decreases, resources are automatically scaled down. Tata Communications' support team performs these tasks swiftly before and after each sales season to ensure optimal system performance and availability. This flexibility has enabled Tata CLiQ to cut

down infrastructure costs and improve uptime by a huge margin, leading to more customers, better customer satisfaction and profits.

Building a culture that enables faster time to market

Tata Communications accelerated cloud adoption through DevOps that enabled a culture of agility within Tata CLiQ. In ecommerce business, speed is everything - the quicker you go to the market with new products, the larger will be your market share. DevOps methodology brought a huge culture shift within Tata CLiQ by eradicating silos, facilitating communication and collaboration between development and operations teams to act with one another and work towards a common goal. This led to reduced inefficiencies and time saving which meant the company can go to market faster and roll out new features and products at a much higher velocity for a competitive edge.

A robust security infrastructure safeguards business assets

As Tata CLiQ embraces the scalability and flexibility of public cloud, infrastructure security becomes even more critical. Tata Communications has implemented comprehensive access controls and authentication protocols to ensure Tata CLiQ's cloud infrastructure is safe. Security alerts have been configured and integrated with Tata Communications' ticketing system to auto generate tickets and get quick resolution by the support team. With real time monitoring of system performance, it becomes easier to identify critical points where data may be at risk and dissolve such threats.

With extensive experience in delivering cloud solutions, Tata Communications understands the unique challenges and requirements of our industry and work hand-in-hand with us to provide a perfectly tailored cloud solution that helps us to succeed. We have been able to derive maximum value from our managed services investment in Tata Communications such as cost savings, future-proofed technology, custom and integrated service, robust infrastructure etc. A dedicated team of cloud experts is available round-the-clock for proactive support to ensure minimal downtime and maximum productivity, along with a Technical Account Manager (TAM) to oversee and address our critical technical requirements. The personalized services offered by the team throughout the consultation, migration and management phases were outstanding. The team showed its unwavering commitment to customer-centricity by being available even during non-standard working hours for deploying daily releases to the production environment.

Mayank Solanki,

Director of DevOps and Infra, Tata CLiQ

Elevating the shopping experience

Increased orders, better user experiences, reduced costs and a stronger backend have paved the way for Tata CLiQ's future growth. Downtime is now a thing of the past. The efficiency has increased; Tata CLiQ no longer faces performance-related infrastructure issues. With several terabytes of traffic per month and thousands of concurrent users, Tata CLiQ's performs well with significant infrastructure cost reduction, Y-o-Y order volume growth and personalised user experience based on data driven analytics through data lakes. They also enjoy other business benefits such as:

- An uptime of 99% and
- Faster time-to-market by 60%

Tata Communications' Managed Public Cloud Services for AWS enabled Tata CLiQ to improve productivity and efficiency while delivering a seamless user experience.



An uptime of
99%



Faster time-to-market by
60%



Build your future through a digital customer experience

If you are a Retail/Auto/Real Estate enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?
- How you can integrate e-commerce, CRM and other digital platforms with 'phygital' solutions to give your customers a competitive edge?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

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