

Delivering a new loyalty card to 17 million consumers around the world.

The Windows Azure Platform cut up-front development costs, significantly accelerated delivery, reduced on-going support and maintenance charges & provided a global platform to build and run a new loyalty card program.

Our client, a global retailer with over 2,400 stores across 63 countries, wanted to radically alter their loyalty card program. They wanted to move from up-front payments in exchange for discounts to a points and vouchers based approach. The challenge was that, to achieve this, their Siebel platform would need to track all purchases and customers. This meant it would need to be highly available and fault tolerant. As it comprises 30 physical servers, substantial investment would have been required. With the loyalty card occupying the position as the company's highest margin item, convincing territory managers to give the card away for free with the hope of driving incremental revenue would be tough.

The retailer turned to Dot Net Solutions for help. Dot Net suggested that a hybrid model combining the power of the Cloud with their existing on-premises environment was the best solution. The customer could use the Cloud for the consumer-facing and POS screens and then synchronise this with Siebel. This would dramatically reduce costs and allow the business case to be proven without huge up-front investment.

Dot Net Solutions designed, built and delivered a solution in record-breaking time. The solution uses the complete stack of Microsoft's Windows Azure Cloud Platform. Windows Azure is used to deliver the web pages, SQL Azure is used to store and synchronise data and Windows Azure AppFabric provides the physical connectivity to the on-premises Siebel environment.

Microsoft's hybrid approach to Cloud Computing has demonstrated real technical and business benefits and the implementation has already been a huge success. The internal CRM team has experienced no additional support burden thanks to Azure's automated service management. Using the Cloud meant no up-front capital investment to build a global hosting platform. From a business standpoint, a justification exercise that was expected to take nine months has been completed in three. The solution is now being rolled out from two initial launch countries to all 63 worldwide.



Contacting Us

Technologies Used



Contact Details

hello@dotnetsolutions.co.uk
www.dotnetsolutions.co.uk
+44 (0) 845 402 1752

Address

Dot Net Solutions Ltd.
George V Place
4 Thames Avenue
Windsor
SL4 1QP, UK

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