

Bewakoof.com Migrates Workloads to AWS Cloud, Achieved Performance & Cost Reduction of 30%



Introduction

Bewakoof.com is a direct-to-consumer online apparel company with a fast-growing and robust customer base since its inception in 2012. Today, it has grown to become a successful business and lifestyle brand with an annual turnover of Rs. 210 crores in FY 2019-20. The company believes in improving the customer experience, product design, and supply chain processes through technological innovation. With a current employee strength of over 250, Bewakoof has sold more than one crore of products. Its app has over 60 lakh downloads and continues to grow, by the hour. Bewakoof aims to become a household brand and cross Rs.1,000 in revenues by 2024 and leverage technology to drive the scale.

Business Needs

Bewakoof.com was earlier running its workloads in GCP, which was deployed and managed by its internal team. However, with Bewakoof's focus on business growth and scale, its management decided to move the workloads and entire operations to AWS cloud, given the latter's reliability, the numerous managed services, and the efficient cost structure offerings. It wanted to leverage the AWS cloud suite to power its platform backend, marketing tech, and data services.

Bewakoof was exploring a suitable and reliable partner to support them in migrating and deploying the workloads seamlessly onto AWS, with minimal downtime. The client also wanted to ensure that best practices were being followed along with associated cost benefits and no data loss.

Rapyder Cloud Solutions, an Advanced AWS Consulting partner with expertise and experience in successful cloud migration services, was chosen by the Client, to help move the workloads to AWS Cloud.

Solution Approach

Rapyder's team of Cloud Architects had several discovery sessions with the Client to understand the latter's requirement for migration to AWS Cloud. The team then conceptualized and stitched a robust and customized solution around AWS services for the migration. The following proposed solution was implemented by Rapyder for a successful migration to AWS while ensuring that best practices and business continuity principles were also applied:

- EKS cluster in AWS was configured to setup the application on AWS
- The CI/CD pipeline was setup using native AWS services to ensure business continuity, faster go-to-market, and integration with other AWS services
- Completion of the migration activity was done within the agreed time frame along with the customer.

Automated threat detection was implemented using AWS GuardDuty, an ML-based threat detection service that helps in identifying malicious activities and unauthorized behavior to protect AWS accounts, workload, and data.



Reaping Rewards

The pandemic and other factors that contributed to the fluctuation of the market also impacted the operational and storage needs of the IT infrastructure in general. By applying business continuity principles and best practices in moving the workloads to AWS Cloud, Rapyder team brought about a significant increase in performance and cost efficiency,

- The cloud cost was reduced by 30 percent and in the long term the migration is likely to bring down the cost by a significant 15-20
- The operational overheads were reduced significantly by leveraging the managed services of AWS, such as ElastiCache.
- Enabled to scale quickly to handle the unexpected spikes in traffic, as and when the need arises
- Cost efficiency was also achieved by using AMD-based instances on AWS without compromising on the
- Application release management was made seamless with the building of the CICD process for the application running on EKS, thereby ensuring business
- The process that was built using native AWS tools, ensured better integrations with other AWS services.
- The migration will drive the platform's growth by adding more capabilities and SKUs, leading to an increase in the number of monthly visitors
- It will help the brand to go regional by enabling the designing of products that align with the cultural and regional ethos besides the region-specific weather conditions. This will require data streaming, analysis, and quick decision-making that are enabled with the AWS cloud
- By leveraging AWS-managed services and deep tech support, Bewakoof can provide an enhanced user experience and customization at scale.