

# Simply Cloud Helps AllCart Cut Operation Cost By 50% with AWS Multi-Cloud Solution

## ABOUT THE CLIENT

### A State-of-the-art White-label Retail Platform

AllCart is a leading retail e-commerce solutions provider. Its state-of-the-art white-label platform helps retailers quickly and easily connect to inventory, position their brands to enhance customer loyalty, and boost average order value.

Retailers can achieve the promise of omnichannel personalization and immersive commerce while delivering measurable improvements in transaction counts, sales, and loyal customers.

## THE CHALLENGE

### Crippling Operational Constraints

AllCart's cloud-based operation, like that of many embracing the cloud, suffered from a common and detrimental reality. Limited resilience, lack of flexibility, and inefficient use of resources made it hard to realize key business milestones.

If not addressed, these challenges would hinder platform performance and reliability. Customer dissatisfaction, lost business, and declining revenue would be hard to avoid. And the damage wouldn't have ended there. Inefficient use of resources would inevitably lead to ballooning costs guaranteed to eat away the company profitability.

## THE SOLUTION

### Creating a Multi-Cloud Environment

To address operational constraints, AllCart turned to Simply Cloud, a cloud solutions provider, to help modernize their multi-cloud environment. Simply Cloud took the lead by designing and implementing a proof of concept based on AWS which proved successful. And with data-backed success, AllCart decided to add AWS to its cloud environment.

Primary AWS services used in the solution include Amazon Elastic Compute Cloud (EC2), Amazon Simple Storage Service (S3), and Amazon Relational Database Service (RDS).

Here's how each service created a more efficient cloud for AllCart:

- EC2 provides resizable compute capacity in the cloud, allowing AllCart to easily scale its server capacity up or down to respond to business requirements.
- S3 offers secure and durable object storage for AllCart's data, ensuring that it is protected and always accessible.
- RDS makes it easy to set up, operate, and scale a relational database in the cloud, allowing AllCart to easily manage its database requirements.

Simply Cloud's solution helped AllCart regain control of its operation. Today, it operates a multi-cloud environment with greater scalability, flexibility, and resilience, which enhance its cloud capacity.

## THE RESULTS

### **Faster Deployment and Enhanced Cloud Capacity**

Simply Cloud's multi-cloud solution transformed AllCart's cloud ecosystem. Gains include:

- 50% reduction in operational costs
- 60% reduction in provisioning time
- 75% reduction in new client setup time
- 80% reduction in time needed to integrate with new clients
- 100% uptime SLA achieved
- A rapid response rate to critical issues with fewer errors
- More capacity to better handle seasonal traffic spikes

AllCart and Simply Cloud's relationship hasn't ended there. Having experienced the value of a complete and successful multi-cloud solution roll-out, AllCart now relies on 24/7 access to Simply Cloud's team of cloud specialists for technical support.

### **About Simply Cloud**

Simply Cloud is a born-to-the-cloud next-gen managed service provider (MSP) that works with fast-growing, cloud-native startups. We leverage our multi-cloud expertise working with AWS to help customers grow revenue, increase efficiency, reduce cost, and deliver scalable experiences. Our field-proven technology stack is backed by specialist knowledge and experience in managed services, cost optimization, consultancy, and reliable 24/7 technical support.