InterCloud

>> **Luxury goods brand fosters the power of cloud-based digital innovation to boost its e-commerce business**

Leader in the luxury goods industry joins forces with InterCloud to deliver a direct-to-consumer omnichannel experience powered by multicloud connectivity

>> Challenges

The Covid-19 pandemic has tossed aside business-as-usual and propelled the need for the luxury conglomerate to accelerate its go-to-market e-commerce strategy. However, with visible limitations to its existing cloud connectivity, including a legacy MPLS network, lack of readiness for rolling out multicloud-at-scale, and the absence of a granular network visibility and control for cross-cloud workloads made it difficult to rise up to the challenge.

>> Key benefits

The world-leading luxury retailer uses InterCloud connectivity solutions to provide seamless connectivity across its multicloud environment to simplify and accelerate its network operations with enhanced performance. A managed private network connects the company's corporate head office and branch offices, and provides users with internet access.
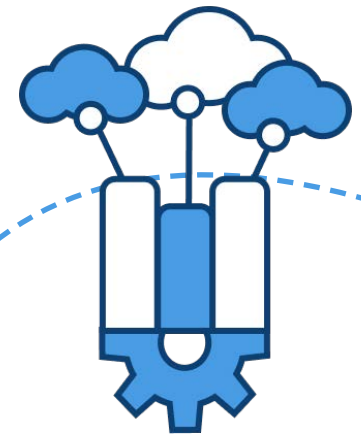
Further, to deliver a true global omnichannel experience, disconnected data silos were brought together with an integrated cloud platform to simplify, accelerate and scale cloud interconnections, all without soaring network costs. In less than three months, InterCloud onboarded all cloud resources on its Software-Defined Cloud Interconnect (SDCI) platform, enabling the customer to boost its business agility and bring its e-commerce direct-to-consumer strategy to life.

The customer's applications are hosted across AWS, GCP in Europe and Alibaba Cloud in China. The luxury goods brand is now able to add connectivity to new cloud service providers (CSPs) or software-as-a-service (SaaS) providers in minutes - simply by automatically deploying pre-configured cloud connectors. Additionally, with virtual network functions (VNF) virtualized and hosted on the InterCloud platform, the customer can now scale up or down its network resources available to applications and services as required.

- Ability to connect quickly and easily to any IaaS, PaaS, or SaaS at scale

- Flexibility to add or remove CSPs as needed via the APIs

- High level of security and compliance

- Ability to monitor any cloud connection end-to-end per app or product, brand or division

- Ability to shape the network as the new applications become available by adding specific virtual network functions

- Access to InterCloud's SD-fabric to unify the access policies to their cloud resources

>> Differentiators

- Monitoring of multicloud connectivity through a single platform, while facilitating the movement of applications and data across environments

- Managed services with end-to-end solution SLA from Shanghai to Frankfurt - Paris - Zürich - Geneva at the workload level

- A reliable partner network in mainlandmainline China (an important market to the customer) to provide a fully managed multi-sites cloud communication platform that complies with local regulatory guidelines and seamlessly bridges mainland China with the other cloud regions globally

- An attractive business model with full cost transparency and control

Without InterCloud

- Operational complexity involving the management of multiple contracts, inconsistent service level agreements with different vendors
- Reduced business agility and slower response to market changes
- Governance pressure to mitigate the security risks in a multicloud environment (potential data breach for cloud-to-cloud traffic)

With InterCloud

- Security and resilience: simplified and manageable security policies and operations across disparate cloud environments
- Muticloud readiness at scale
- Single end-to-end solution SLAs
- Strong I/O governance
- Pay-as-you-grow consumption model

Cloud on-ramps:

- Frankfurt
- Paris
- Zurich / Geneva
- Singapore
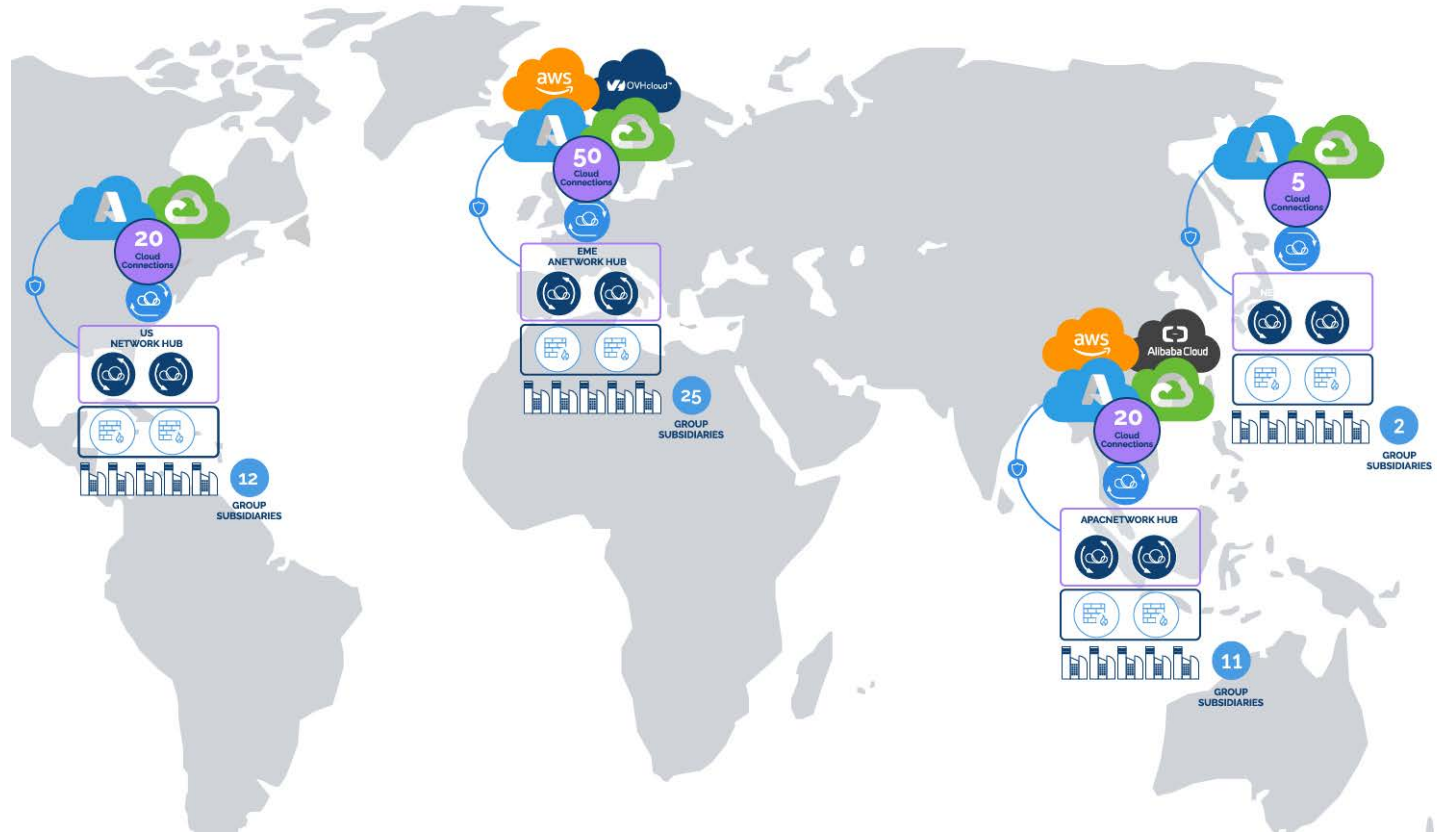- Shanghai

Service building blocks:

- Resilient 10GB cloud appliances in Europe
- Orchestration of multiple underlays: local network in China, virtual cloud appliances in Singapore
- Capacity: 1G subscribed in EU and 500MB in China

Our SLA commitments:

- Service availability
- Latency
- Jitter
- Packet delivery ratio

>> The InterCloud Solution

About InterCloud

InterCloud's end-to-end global connectivity platform eliminates the complexity in deploying the cloud, giving businesses full control over the security, sovereignty, and performance of their critical data traffic with complete peace of mind.

Working with organizations to help them transform global connectivity, reduce network complexity, and accelerate growth and innovation, InterCloud is a trusted advisor to some of the world's leading brands when it comes to leveraging the cloud for future success

With offices across Europe, the company's platform is underpinned by its team of cloud experts who guide customers to implement effective strategies to leverage the power of the cloud across their organization – making global connectivity a driver for business performance.

www.intercloud.com