Microsoft Customer Ecommerce Acceleration Assessment

In a nutshell

Amido's **Ecommerce Acceleration Assessment** is specifically designed to help organisations scale to meet unprecedented demand, quickly, and in such a way as to minimise business risk.

Amido has the proven ability to quickly and consistently deliver scalable, reliable and innovative technology solutions for clients experiencing spikes in demand across a whole range of industries and for a whole host of reasons.

This Assessment is for any organisation interested in scaling its digital capabilities for growth, and/or achieve increased efficiencies.

Note: Because different organisations will be after very different advice and guidance (covering, for example, identify management, infrastructure and security, technology architecture and organisational design) this Assessment can be customised to focus on the most important areas for any specific client.

AMIDO

Business Outcomes

By the end of the assessment the client will have the recommendations it needs to make improvements in the short, medium and long-term:

- *Short-term:* A prioritised list of tactical, actionable work items that will enable it to make improvements to its ecommerce platform as quickly as possible, based on existing technology capabilities, to provide stability and support sustained (and sometimes spiky) loads

- Medium-term: A further list of other (early-stage strategic) actionable work items to enhance performance in the medium-term, that might require the client to invest in and/or expand its technology capabilities

- *Long-term:* A draft target solution design to guide the strategic future development of the ecommerce platform, alongside recommendations to take the client from the current state to that future target solution

AMIDO

Process

1. Our team will provide the client with a pre-workshop guide and questionnaire, to be completed by specific stakeholders prior to engagement
2. We will interview stakeholders representing business and technical functions to understand:
   - Business:
     - Short-term priorities
     - Mid-term focuses
     - Long-term strategy
   - Technical:
     - Current architecture
     - Existing systems (which systems are covered will depend on the specific challenge(s) the client is facing)
     - Current in-house technical capabilities
3. We will then use what they have learnt to provide consultancy on how best to meet the challenges the business is facing
4. We will present our findings back to what often becomes a larger audience

AMIDO

Reporting and presenting back

We will produce (and present) a report that will provide:

- A prioritised list of tactical, actionable work items for the relevant system(s)
- A further list of other (early-stage strategic) actionable work items for the relevant system(s)
- A draft target solution design
- A list of the skills and experience you will need to deliver on the short and medium-term work items, and also plan for future strategic success

Who you will be working with

The assessment would be delivered by two Amido consultants working five days each (ten days in total) on a time and materials basis to produce the Assessment report:

- A Principal or Senior technologist to review the draft target solution design
- A DevOps consultant to review the infrastructure / physical design

An example of where we've done this

ASOS: Hyperscale ecommerce to support international growth

Challenge: ASOS had a target to achieve £5bn sales, in 10 countries by 2020 but it was clear that its existing ecommerce platform was going to limit its ability to grow, differentiate and innovate.

Implementation: We designed and built an ecommerce platform that gave ASOS ability to deploy any combination of services anywhere in the world.

Outcomes. Our work for ASOS delivered:
- Scale: In the year following launch, the platform was handling 21.7m active customers, 239m monthly visitors and retail sales in excess of £1bn per annum
- Service: The platform provided ASOS with the ability to trade in global territories with the same level as service as the UK, and also rapidly deploy in new region
- Availability: The platform provided 99.99% availability and full disaster recovery in every global territory; it had the highest redundancy of any ecommerce platform anywhere in the world

AMIDO

Global: Innovating over 8 weeks to save time and increase profits

Challenge: Global sold "spots" to brands, whereby radio talent mentioned brands as part of their shows. After transmission, an account manager was required to listen back to the show and transcribe when a brand got a mention, crop the audio and then send it through to the brand as proof of delivery. This was very resource-intensive, and directly hit the profits on the brand spot service.

Implementation: We developed, within eight weeks, a speech-to-text tool to scan Global's network of platforms and stations and then 'clip' (highlight) mentions tied to client promotional campaign.

Outcomes: The tool, FreQ, provided an automated and searchable database, improving life for both Global's team and its customers, while freeing up time to focus on growth opportunities.

AMIDO

Notting Hill Genesis: A 30% time saving using microservices

Challenge: Notting Hill Genesis (NHG) is one of the UKs largest housing associations, with more than 170,000 tenants in 65,000 homes. NHG had identified that its frontline staff were struggling under the pressures of dealing with thousands of requests from residents, covering everything from rent information to broken boilers

Implementation: We designed and built the Workwise platform, a cloud-native software solution built specifically for NHG using a microservices framework to sit on top of existing legacy systems. The platform allowed frontline staff to access key business processes using their mobile devices while out in the field.

Outcomes: NHG has estimated that the Workwise platform has delivered a 30% time saving overall, enabling frontline staff to spend time more time delivering its social purpose of getting people into accommodation.

AMIDO

Thank you