

# *True customer focus and an innovative Data Lake-driven application suite*

## Customer Case Softwear

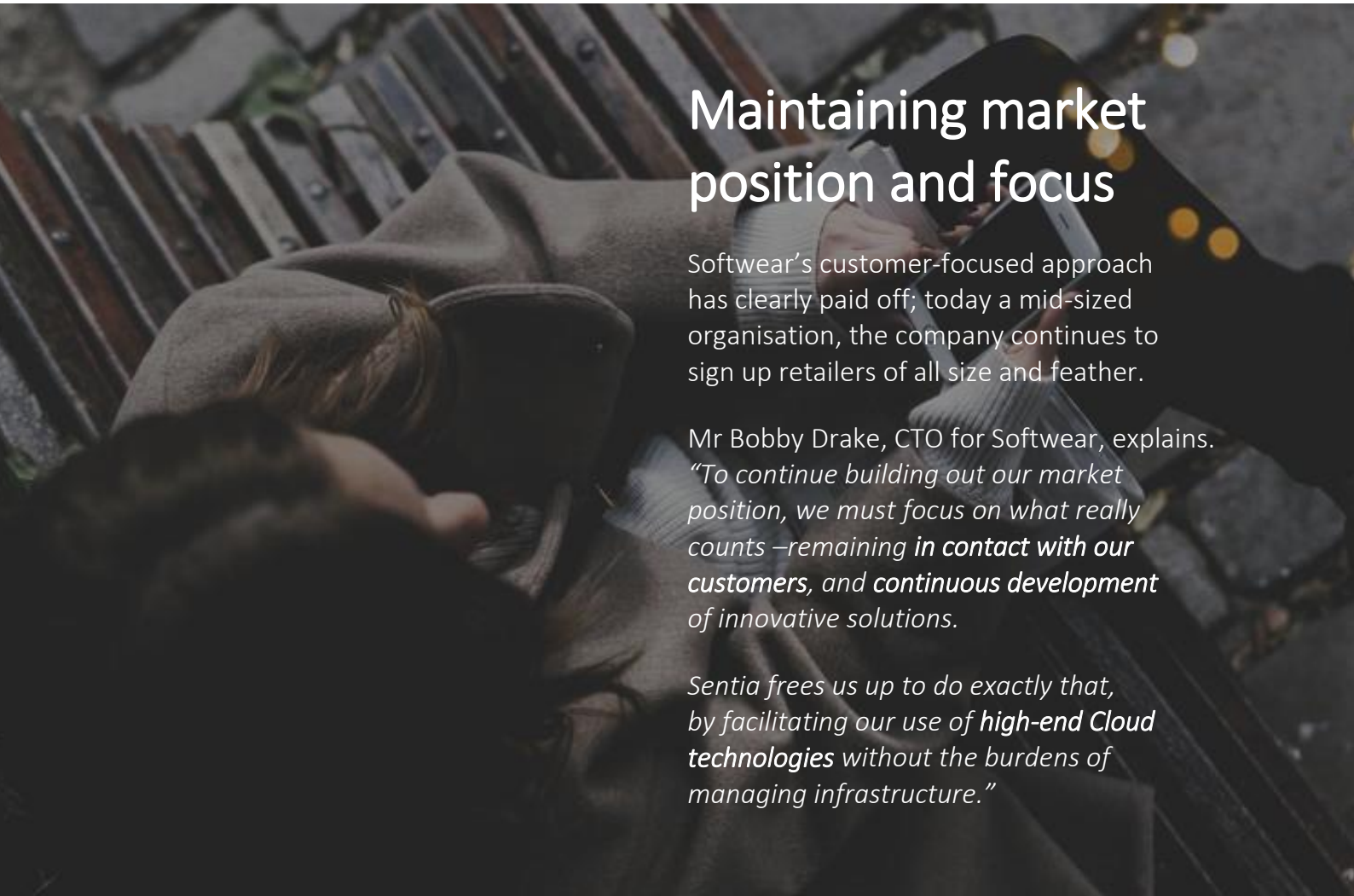
**Softwear** provides flexible, yet easily implementable solutions to fashion retailers and wholesalers. Customers value how they can effortlessly access *actionable information, exchange data* with suppliers, and *integrate* Softwear's solutions in their existing tooling – and all this at *competitive prices*.

Developers at heart, the Softwear team today runs its application platform on **Amazon Web Services** (AWS) to minimise all infrastructure-related management tasks.

Over the years, Softwear had accumulated a raw '**Data Lake**' that it would like to capitalise upon. To do that, it first needed to move onto AWS to get access to *scalable, cost-efficient technologies*.

For the initial *migration* and subsequent *DevOps partnership* Softwear selected Sentia. The platform -and- business relation have developed in step with Softwear's evolving requirements from there on forward.





## Maintaining market position and focus

Softwear's customer-focused approach has clearly paid off; today a mid-sized organisation, the company continues to sign up retailers of all size and feather.


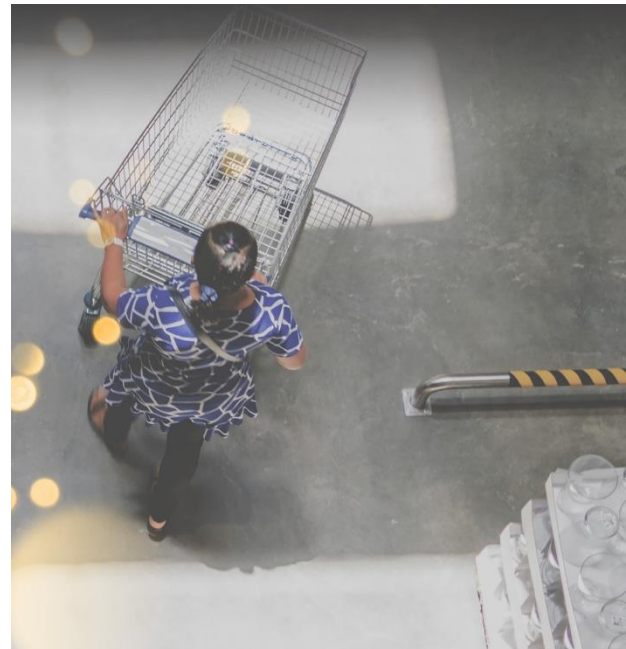
Mr Bobby Drake, CTO for Softwear, explains. *"To continue building out our market position, we must focus on what really counts –remaining **in contact with our customers**, and **continuous development of innovative solutions**.*

*Sentia frees us up to do exactly that, by facilitating our use of **high-end Cloud technologies** without the burdens of managing infrastructure."*

## Data Lake with Serverless frontend

There's no need to consider any Instances ('virtual machines') underneath its applications, as Softwear uses **AWS Lambda** to run its code as **Serverless Functions** that process its vast Data Lake.

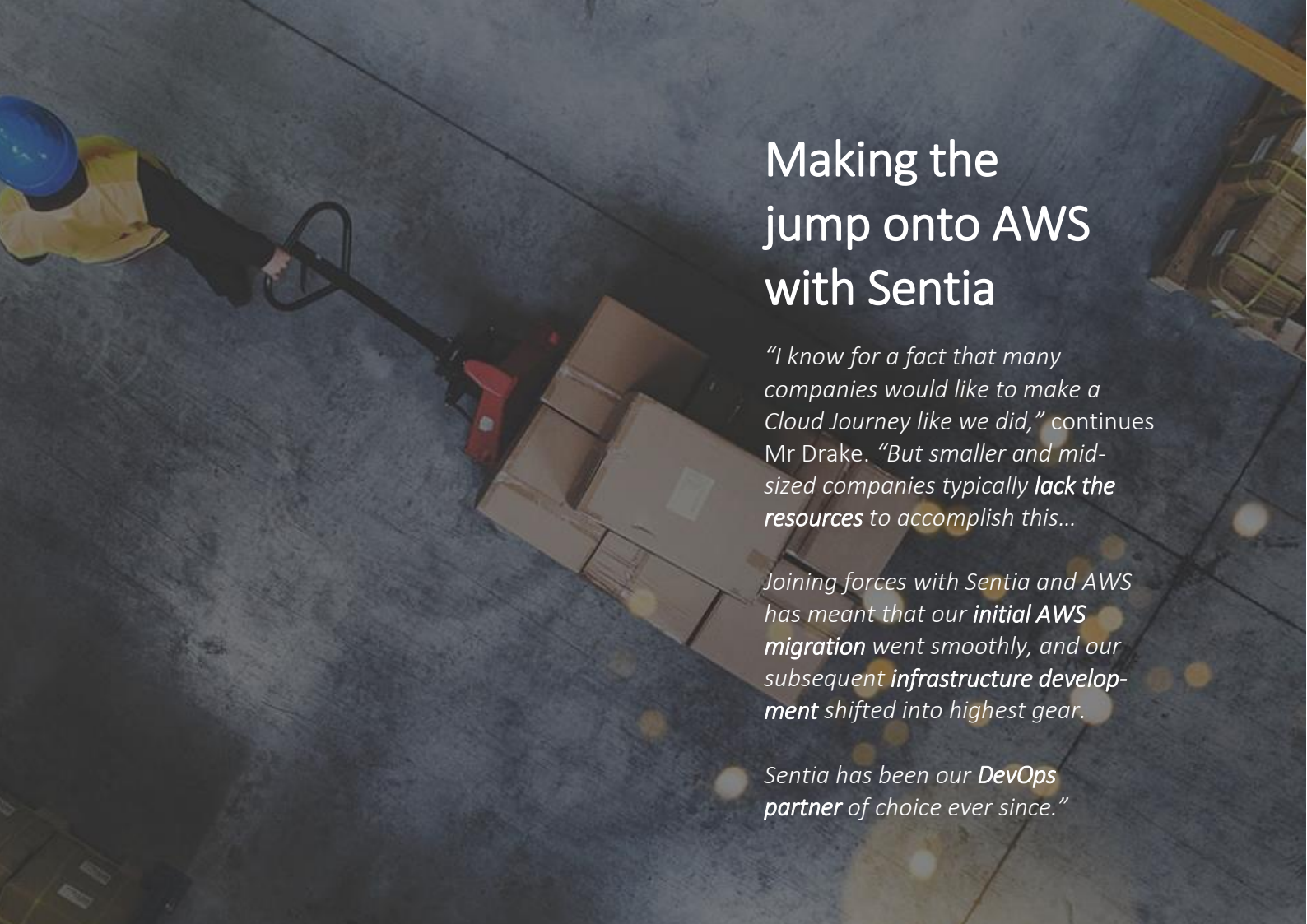
*"Our Engineers can fully focus on their modern, non-monolithic code base, since AWS Lambda (combined with AWS API Gateway) **abstracts the entire infrastructure**," adds Mr Drake. "Having no more Instances at the ready to deal with peaks, also is more **cost-efficient** and this means: more attractive prices for the price-aware retailer."*



*"Together with Softwear's bright Engineers, we have thought up solutions similar to AWS ECS and AWS' Data Lake services, well before these became part of AWS's portfolio."*

Mirco Wienen,  
CTO Sentia





## Making the jump onto AWS with Sentia

*"I know for a fact that many companies would like to make a Cloud Journey like we did," continues Mr Drake. "But smaller and mid-sized companies typically **lack the resources** to accomplish this..."*

*Joining forces with Sentia and AWS has meant that our **initial AWS migration** went smoothly, and our subsequent **infrastructure development** shifted into highest gear.*

*Sentia has been our **DevOps partner** of choice ever since."*

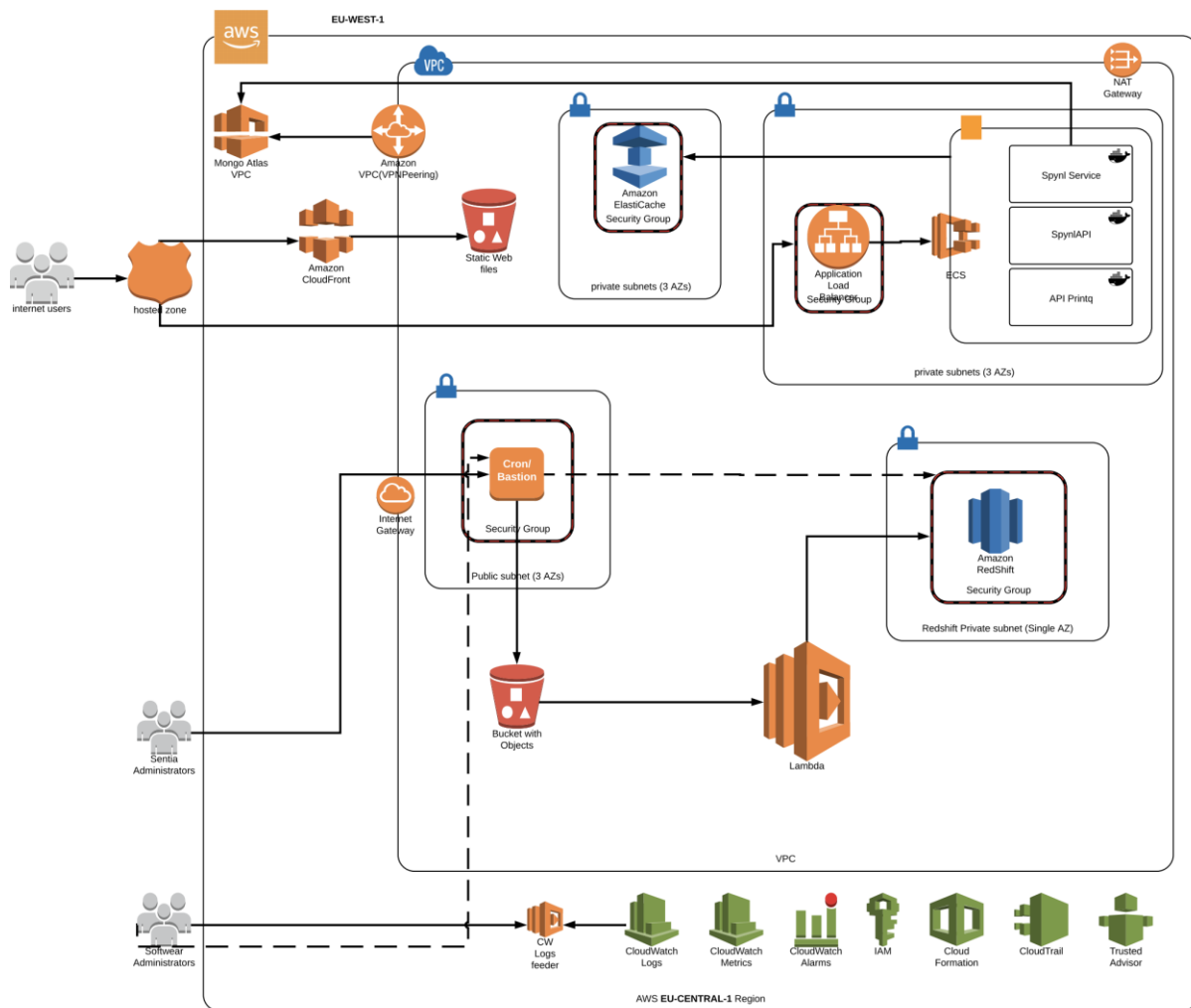
## The bottom line

*"We write software that enables people to **achieve their business goals**," concludes Mr Drake. "Hence, we feel we must maintain close tabs on our customers to truly understand their daily business, and **accelerate** that."*

*"For example, we offer free chat functions in the App so customers can confer with my staff directly.*

*Sentia's services allow us to focus fully on our **customer**, and on our other core activity – this being our continuous **application development & improvement**."*





## Technical details

- **Big Data Warehousing** – AWS Redshift houses the vast datasets; it can grow and shrink linearly, with each individual ‘node’ equipped with up to 16 TB(!) of data. It comes with appropriate security functions such as built-in encryption, and integrates fully with the Serverless function service, AWS Lambda.
- **Serverless Compute**: AWS Lambda runs all core code and thus replaces the traditional application server Instances. Since it, and AWS Redshift, are fully pay-as-you-go, Softwear enjoys an Enterprise-level Big Data platform at unexpectedly attractive fees;
- **Compliance with all relevant AWS Best Practices** as verified during the yearly AWS-arranged MSP audits, and with Sentia’s own *implementation standards*:
  - AWS Well-Architected Framework,
  - AutoHealing and AutoScaling where feasible,
  - Infra-as-Code,
  - Sentia’s Design for Failure.

# About Softwear

Softwear enables retailers to streamline their business processes with a comprehensive suite of ERP, EDI, and Point of Sales solutions. Unlike many development-heavy organisations, the company emphasises on *short communication lines* with its most valued asset - its customers.

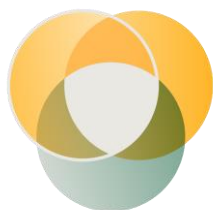
As a result of this strong customer focus, the solutions are *easy to implement and use*, yet still remain *fully tailorable* to meet the individual customer's needs.

# About Sentia

At Sentia, we are acutely aware that the 'digitalisation' accelerates in all markets. Organisations should keep their *current operations* going today, yet also define and implement a *strategy for tomorrow* to keep ahead of competition. This duality brings with it several challenges.

Our vision supports you in combining the two.

'*Lead the Way*' is our motto; we help create *the future vision* for your critical ICT in which leading-edge technologies play a central role. *You Lead the Way*, and we will help you gain pole position in your markets. At the same time, we continue to support your *existing business model* and the ICT on which it relies.



### Foundation

Technology and services to support your application-centric organisation *today*.



### Control

Keep your platform available and secure; remain firmly *in control*.



### Consulting

Become the disruptive force in your industry *tomorrow*.  
*You Lead the Way!*



### SENTIA Innovation®

Future-proofing your organisation: re-factor and re-deploy your business applications, and adopt leading-edge technologies. Discover, Plan & Migrate your application landscape.

Portfolio, high-level overview

# You Lead the Way; we help clear the path.

Contact us today for a 'no strings attached' conversation with our Cloud consultants and architects.

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