

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

Customer Case Softwear

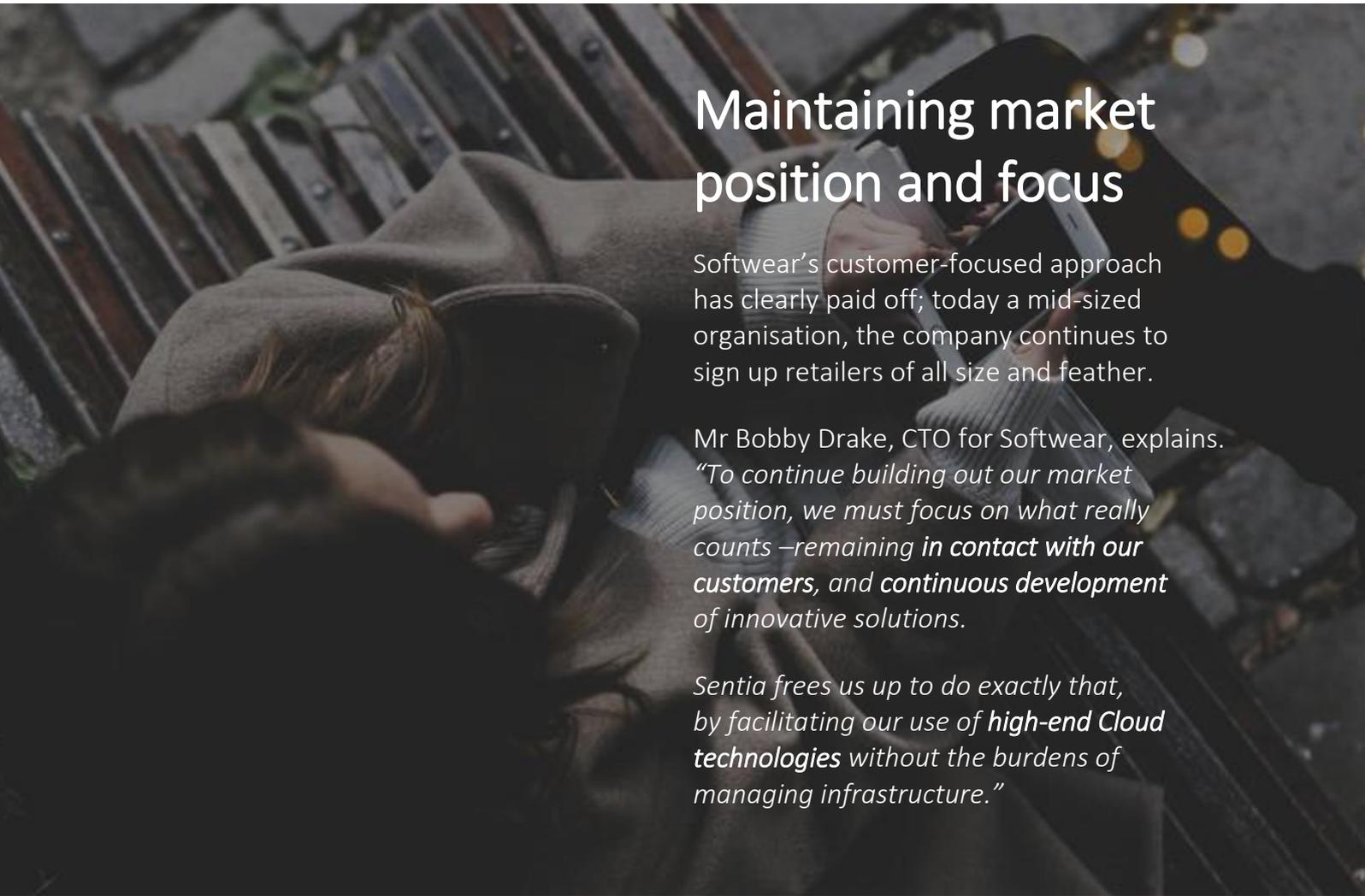
Softwear provides flexible, yet easily implementable solutions to fashion retailers and wholesalers. Customers value how they can effortlessly access *actionable information, exchange data* with suppliers, and *integrate* Softwear's solutions in their existing tooling – and all this at *competitive prices*.

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.

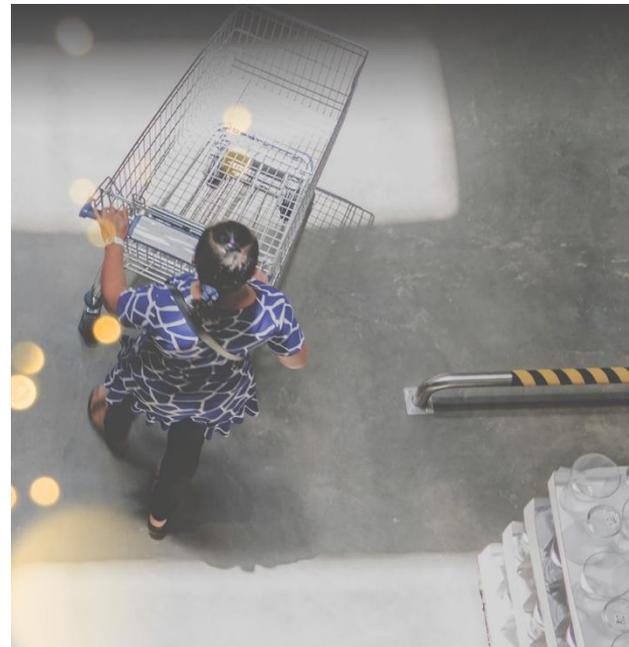
Mr Bobby Drake, CTO for Softwear, explains. *"To continue building out our market position, we must focus on what really counts –remaining in contact with our customers, and continuous development of innovative solutions.*

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

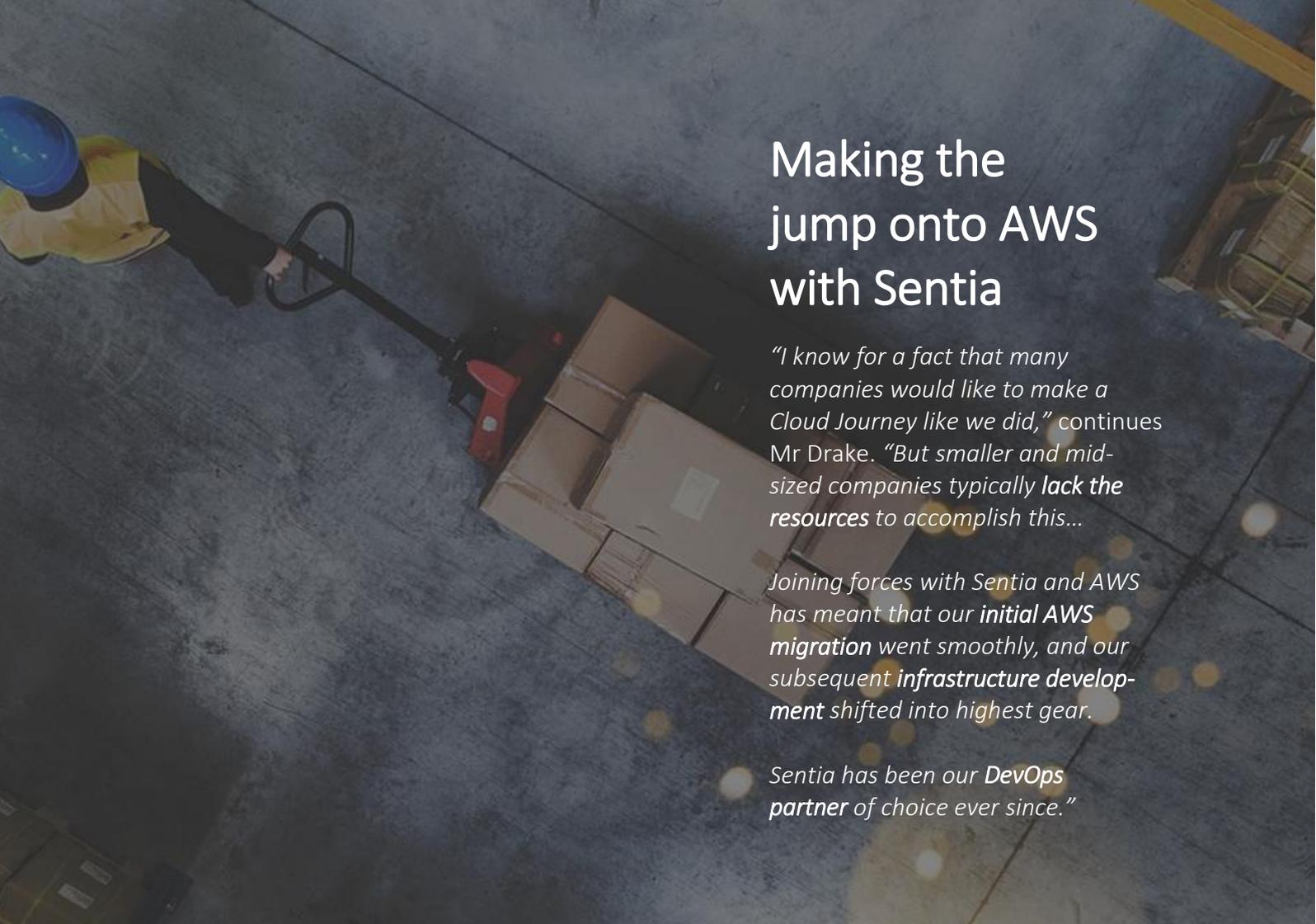
There's no need to consider any Instances ('virtual machines') underneath its applications, as Softwear uses **AWS Lambda** to run its code as **Serverless Functions** that process its vast Data Lake.

"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 Wiene,
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

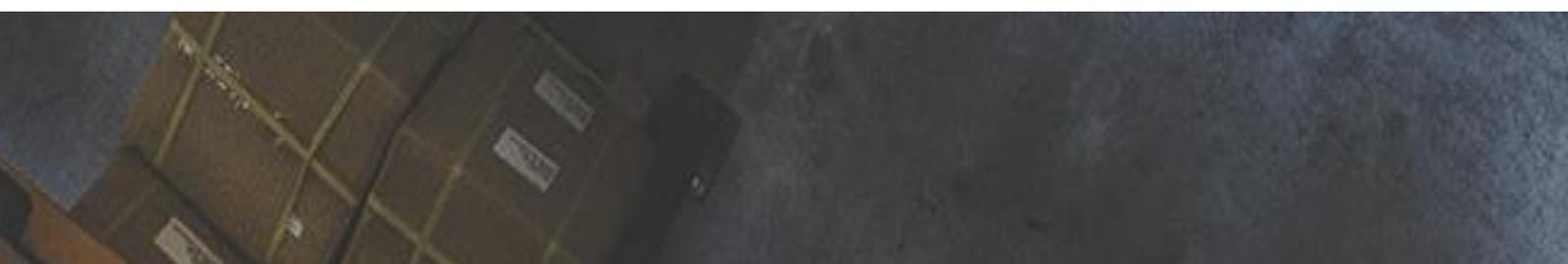
*“We write software that enables people to **achieve their business goals**,” concludes Mr Drake. “Hence, we feel we must maintain close tabs on our customers to truly understand their daily business, and **accelerate** that.”*

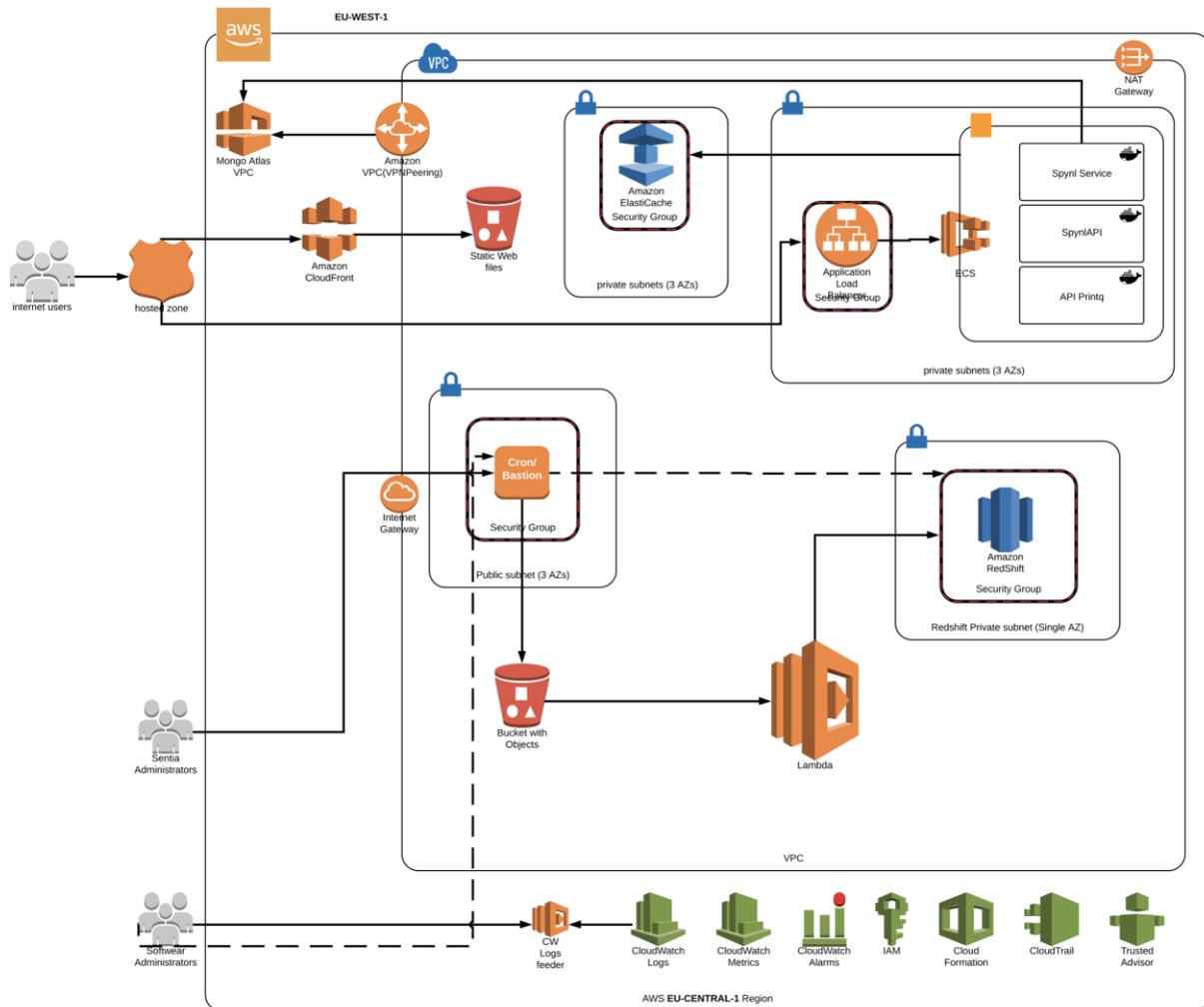
“For example, we offer free chat functions in the App so customers can confer with my staff directly.

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



Softwear





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.

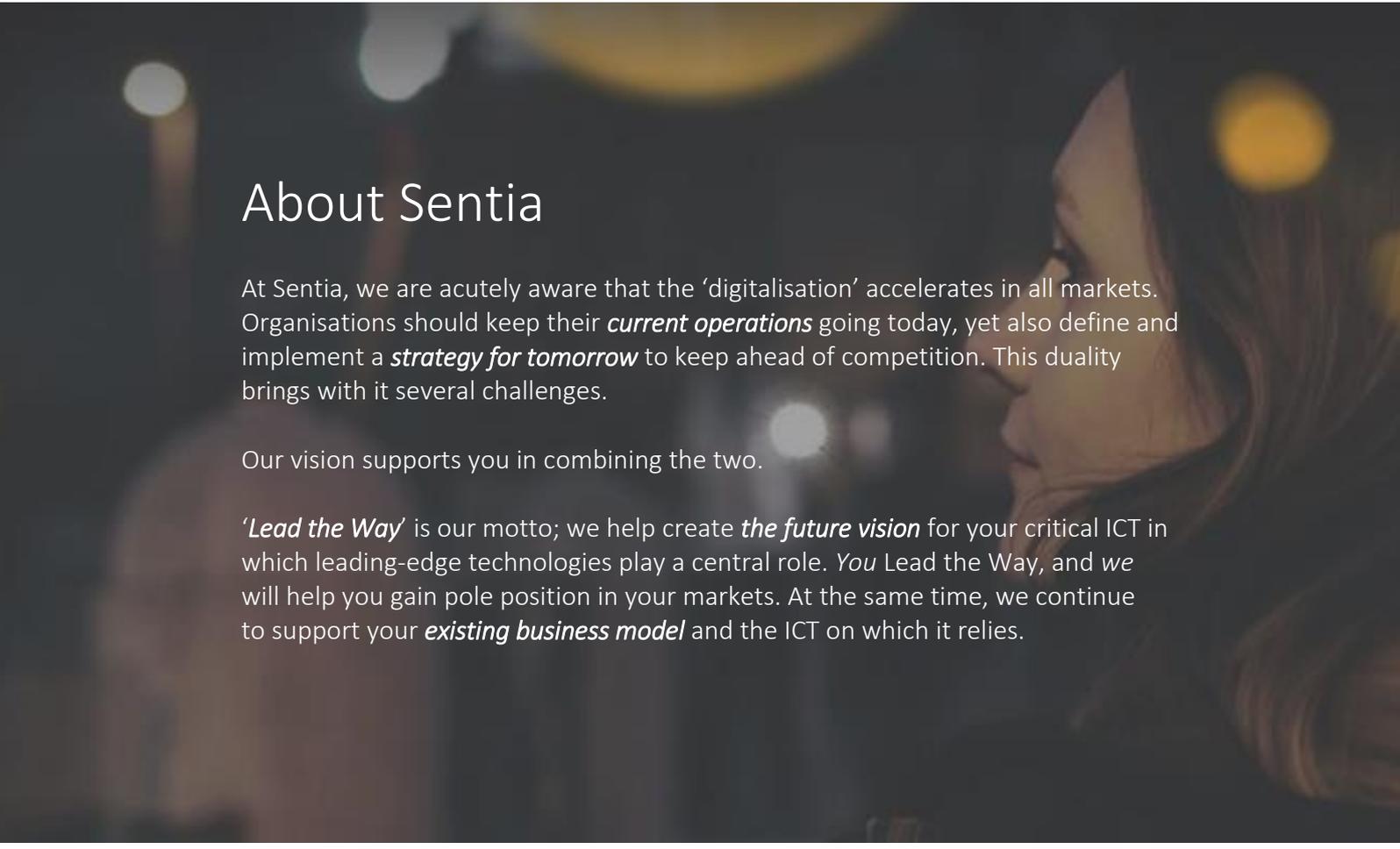
About Softwear



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.

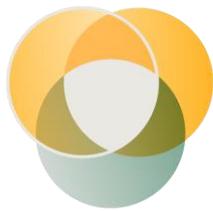
About Sentia



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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