

# **LAVAZZA: HIGHLY SCALABLE ECOMMERCE PLATFORM**

Established in 1895 in Turin, the Italian roaster has been owned by the Lavazza family for four generations. In sixth place in the world ranking of roasters, the Group currently operates in more than 90 countries through subsidiaries and distributors, exporting 60% of its production.

Lavazza employs a total of about 3,000 people — after the Carte Noire acquisition — with a turnover of more than €1.9 billion in 2016.

Lavazza invented the concept of blending — or in other words the art of combining different types of coffee from different geographical areas — in its early years and this continues to be a distinctive feature of most of its products.

The company also has 25 years' experience in production and sale of portioned coffee systems and products. It was the first Italian business to offer capsule espresso systems.

Lavazza operates in all business segments: at home, away-from-home and office coffee service, always with a focus on innovation in consumption technologies and systems.

Lavazza has been able to develop its brand awareness through important partnerships perfectly in tune with its brand internationalization strategy, such as those in the world of sport with the Grand Slam tennis tournaments, and those in fields of art and culture with prestigious Museums like New York's Guggenheim Museum, the Peggy Guggenheim Collection Venice, The Hermitage State Museum in St. Petersburg, Russia, and Venice's Musei Civici Veneziani.

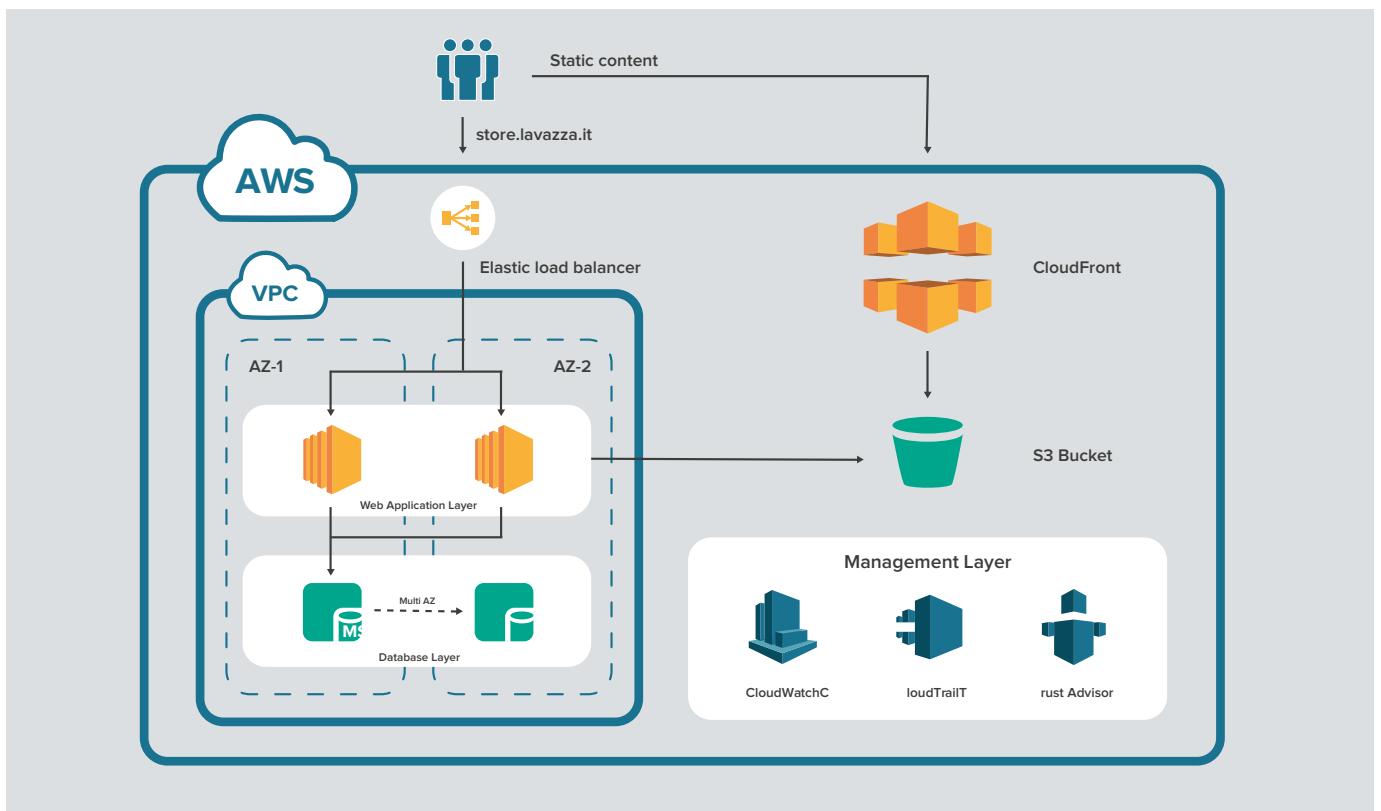
# THE CHALLENGE IN AWS

With the increasing trend in online purchases, Lavazza recognizes the need to update its eCommerce websites' infrastructure to react more rapidly to market and demand changes.

Amongst Lavazza's main requirements they have the needs for a highly performant, highly available, elastic, scale and durable infrastructure; because of the frequent campaigns and offers launched by the Lavazza's marketing department,

an efficient process for a fast content's update is fundamental to guarantee a day-to-day reactivity.

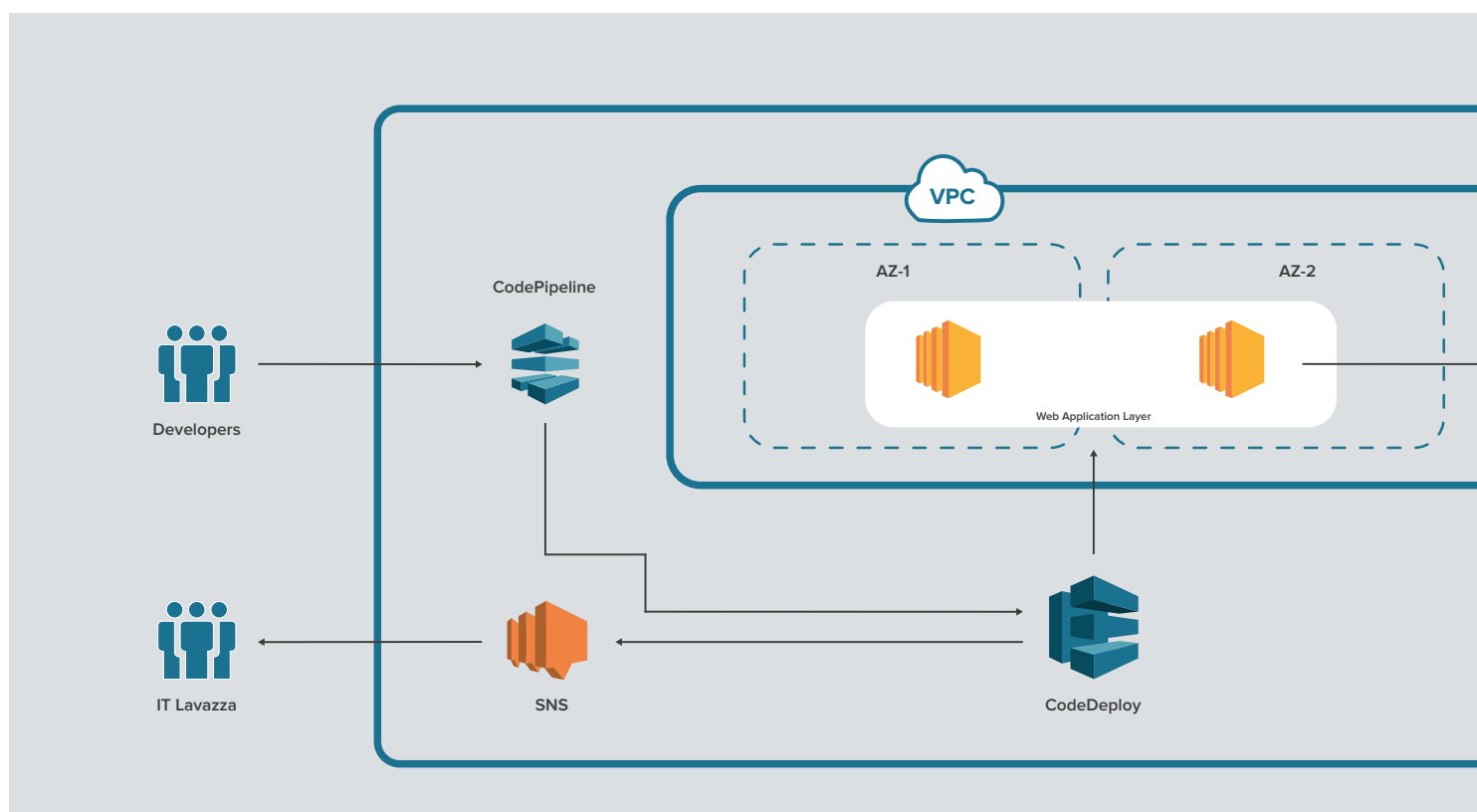
Thanks to Amazon Web Services and Storm Reply, a fourth year in a row Premier Consulting Partner, and Portaltech Reply, SAP Hybris Global Partner of the year, Lavazza was able to achieve the requirements and run its SAP Hybris platform integrated with social login components.



# THE BENEFITS

Lavazza chose to move its infrastructure to Amazon Web Services public cloud platform in order to own a performant, resilient and highly elastic solution for hosting its e-commerce platform. Moreover, due to the intrinsic elasticity of Amazon Web Services, Lavazza was able to increase its customer base by releasing new countries and adding more compute capacity whenever the transaction volume becomes bigger than the expected one without provisioning new hardware months in advance and quickly accommodating marketing campaigns. Since the launch of its new eCommerce country websites, thanks to Amazon Web Services, Lavazza

was able to release new products and mass digital marketing initiatives on a daily basis reacting almost immediately to the internal business demand. As a result, it was able to dramatically increase the daily frequency of code deployments and infrastructure changes exploiting services like AWS CodePipeline, AWS CodeCommit, AWS CodeBuild, AWS CodeDeploy services and AWS Simple Storage Service. This first let Lavazza take the control over all the releases chain, standardize all the process and divide the ownership of each deployment task decoupling the service within its own service provider.





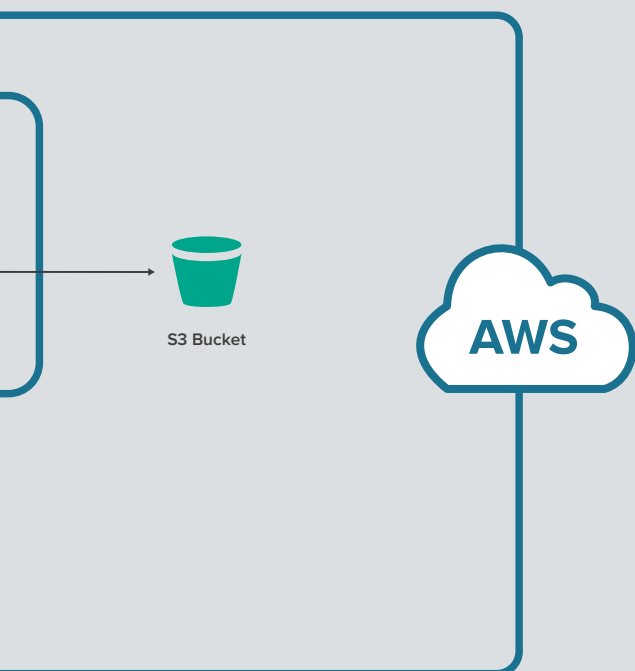
# DEVOPS APPROACH

The whole installation has been created and managed by mean of AWS CloudFormation and the AWS EC2 configured with Puppet in order to allocate the resources needed, hold configurations and permissions versioned.

The eCommerce platform was designed with AWS Multi-AZ deployment, AWS Amazon Virtual Private Cloud, AWS Elastic Load Balancing, and AWS Multi-AZ Amazon Relational Database service that provide highly available, scalable and reliable infrastructure.

The AWS infrastructure security best practices and good governance approach have been implemented, tested, maintained and managed on a daily basis by the Storm Reply DevOps Team.

All AWS infrastructures components and services are monitored with modern systems such NewRelic and PagerDuty strictly integrated with deployment and build mechanisms.



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**STORM REPLY** is the Reply Group company that specialises in design and implementation of cloud based solutions and services. Storm Reply holds Amazon Premier Consulting Partner Status helping a large number of significant customers in Europe run their systems and applications on top of AWS Platform. Having a consolidated experience in Cloud IaaS, SaaS and PaaS architectures, Storm Reply provides an end to end set of services for Cloud Adoption, Development of new applications and management full services of their cloud environment. Having deep competencies and experiences on management of complex cloud projects, Storm Reply helps customers to implement their Strategy Cloud Approach. In particular, Storm Reply offers services on Cloud Strategy and Migration, Cloud Applications Development and Cloud Service Management.

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