

Case Study



BOSCH

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Context-based Personalization Solution on AWS

Customer Challenges

- ▶ Absence of a highly available and scalable solution for context-based customer experience platform
- ▶ Higher infrastructure costs for deployment and maintenance of a multi-tenant solution
- ▶ Real-time recommendations based on data from multiple sources (product catalog, social media, location, context history etc.)
- ▶ Industry standard security and data protection measures



Solution Offered

- ▶ Highly available IaaS architecture on AWS with autoscaling configuration
- ▶ Cloud-native proactive alert/log monitoring and resolution
- ▶ Application and infrastructure hardening to prevent any possible security issues
- ▶ Proactive maintenance post-deployment for quick mitigation of incidents

The Benefits

- ▶ ~20-30% reduction in platform costs
- ▶ Complete visibility and optimization of cloud infrastructure and application health and performance metrics
- ▶ Usage-based capacity provisioning leveraging autoscaling to reduce opex