asos
discover fashion online

Case Study

//NaviCloud Infrastructure as a Service is a beautiful fit for ASOS.

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NaviSite

//At ASOS, great fashion and great software go hand in hand.
Now the business has the infrastructure to support its unstoppable success.

With customers in 190 countries, 18.8m unique visitors each month and over 50,000 lines of stock, ASOS is a global online fashion destination. When its ageing infrastructure could no longer deliver the scale or flexibility ASOS demand, the business chose NaviCloud Infrastructure as a Service from NaviSite and Richardson Eyres.

The challenge

With its previous infrastructure no longer making financial or operational sense, ASOS cast around for a new solution that could keep pace with the company's remarkable 30% year on year growth.

'Our existing testing and development infrastructure couldn't scale to the number of environments we needed' says Michael Sheehy, Principal Enterprise Architect at ASOS. 'Developing world-class code is almost as important to ASOS as fashion. We needed a testing, development and pre-production capability that meant we could continue to create innovative new customer experiences like Fashion Finder and Marketplace.'

The solution

After talking to some of the best-known names in infrastructure, one solution ticked all the right boxes: NaviCloud – the enterprise-grade Infrastructure as a Service (IaaS) offer from NaviSite.

'Some cloud services are built down to a price,' says James Gill at NaviSite's UK partner Richardson Eyres.

'ASOS were reassured that NaviCloud uses best of breed infrastructure like HP, Cisco and VMware, so they felt confident giving it a mission critical role in their development infrastructure. Of course, the flexibility and cost savings on offer from a service model were important too.'

The benefits

Michael takes up the story. 'Initially, we moved our Microsoft TFS development environment across to NaviCloud. The ease of setting up new development environments in the cloud, when compared to the on-premise alternative, was immediately appealing.'

'With NaviCloud,' goes on Michael, 'a development environment can go live within a day. Previously, that could have taken us two weeks. NaviCloud gives ASOS developers a genuine self-service model; so they can activate a test environment just like turning on a tap.'

As well as enhanced agility and convenience, NaviCloud has improved financial accountability too. 'We can attach a specific cost to every development environment and project' says Michael. 'NaviCloud gives us true end-to-end budget control.'

NaviCloud takes a mission-critical role

ASOS were so impressed with NaviCloud's performance that the company soon switched two of its most important production systems into the cloud.

'ASOS Fashion Finder and ASOS Marketplace are rich interactive environments that bring fashion designers, boutiques, buyers, individual sellers, vintage traders and style leaders closer together. They're also vitally important sources of revenue. We wouldn't host them on NaviCloud if we weren't 100% confident it was up to the task' states Michael.

Next steps

ASOS has already identified areas where NaviCloud can make an even greater contribution. As the business begins to outsource aspects of testing and development, NaviCloud Desktop as a Service (DaaS) represents an ideal means to keep multiple generations of code within the same closed environment. Even better, NaviCloud DaaS links seamlessly with the NaviCloud test bed.

Results

'At the start of this journey, we wouldn't necessarily have thought of choosing NaviCloud, but I'm so happy that we did,' says Michael Sheehy. As Richardson Eyres' James Gill puts it, 'they'd reached the point where continually adding to their in-house estate made no sense. But with NaviCloud, ASOS can grow almost infinitely without having to worry about reaching the limits of their infrastructure.'

'Richardson Eyres delivered everything we expected and more' concludes Michael. 'They were open and honest, listened to what we wanted and delivered it.'

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Challenge	Solution	Results
• ASOS needed a more flexible development environment to replace its on-premise infrastructure • The online retailer's 30% annual growth meant its new test/dev environment had to be highly scalable	• After speaking to T1 vendors, ASOS chose NaviCloud IaaS from NaviSite and its UK partner Richardson Eyres • NaviSite uses best of breed infrastructure to deliver enterprise-grade performance along with the flexibility of cloud	• Creating test/dev environments now takes one day instead of two weeks • ASOS has now moved two of its key production systems onto NaviCloud

// Richardson Eyres

Richardson Eyres provides solutions and services to ensure you get the very best return on your technology investment. It works with its customers to provide a combination of customised solutions and services which free up time, resources and ultimately save its customers' money.

Richardson Eyres develops long-term and mutually beneficial relationships working with its customers to ensure that it provides bespoke solutions and services to help their businesses run efficiently, effectively and above all, profitably.

It has partnerships with HP, VMware and NaviSite, and is one of a small number of ServiceONE Expert partners in the UK. It also provides solutions for companies globally, from their offices in the UK and the US.

With over 26 years IT consultancy experience and some of the most qualified technical consultants in the UK Richardson Eyres has extensive technical knowledge and the know-how to apply this knowledge to help organisations get the most from their IT. Established in 1986, the company is privately owned and its headquarters is in Chesham, Buckinghamshire.

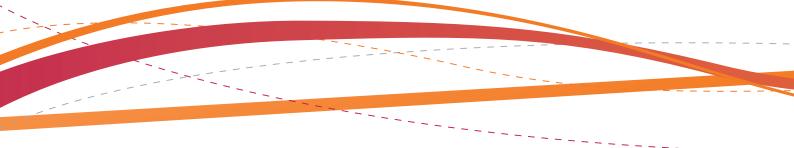For more information about Richardson Eyres, please visit www.richardsoneyres.com.

// About NaviSite

NaviSite, Inc., a Time Warner Cable Company, is a leading international provider of enterprise-class, cloud-enabled hosting, managed applications and services. NaviSite provides a full suite of reliable and scalable managed services, including Application Services, industry-leading Enterprise Hosting and

Managed Cloud Services for organisations looking to outsource IT infrastructures and lower their capital and operational costs. Enterprise customers depend on NaviSite for customised solutions, delivered through a global footprint of state-of-the-art data centres.

For more information about NaviSite's services, please visit www.navisite.com.

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