# Delivering global identity, loyalty and microservices solutions for ASOS

## THE CLIENT

ASOS is one of Europe's leading online fashion retailers, boasting 21.7 million active customers and retail sales in excess of £1 billion per annum.

### THE OBSTACLES FACED

ASOS needed a software stack that could support their innovation and growth ambitions. The multi-billion pound ecommerce fashion retailer made the huge decision to replace everything, shifting their entire technology stack to the cloud.

#### **THE JOURNEY**

Amido, an Ensono company, worked with ASOS to deliver a complete ecommerce transformation from 2013 to now, including global identity, loyalty and microservices solutions. Since making the technology investment and partnering with Amido, ASOS's revenue has skyrocketed from £769m to £3.2bn.

#### **OUTCOMES ACHIEVED**

- Frictionless checkout process across web, app and mobile with a new identity solution coupled with social sign on to leverage sales across their social networks.
- 245% growth of active customers from 7.1m in 2013 to 24.5 million in 2020.
- 99.9% availability
- 316% global revenue growth

#### **TECHNICAL SPECIFICATIONS**

- Complete re-platforming of ecommerce stack to a hyperscale, microservices based solution in Microsoft Azure.
- Data lake implementation to store structured and unstructured data, run dashboards, visualizations, real time analytics and machine learning.
- Standard pattern for ingesting file and eventbased data using Azure Data Factory and Logic Apps.

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