

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 event-based data using Azure Data Factory and Logic Apps.

Private and Confidential

