

AEO: Loyalty Data Migration to The Google Cloud

AEO engaged Grid Dynamics to design and implement a new cloud-based omnichannel loyalty platform. The GD team performed an analysis of the current platform and developed the strategy and environment for legacy data migration to the Google Cloud.

The challenge

American Eagle desired a more innovative loyalty platform, but the company was concerned with losing historical data during the migration from its existing legacy third-party solution. Grid Dynamics was engaged to provide solutions for data preparation, historical data migration, data synchronization and quality, data storage time constraints, and to develop efficient data analytics and reporting.

The solution

The Google Cloud Platform was chosen as the foundation for the new loyalty platform, providing a unified way to deploy applications both in the cloud and on-premise. Extending Cloud Storage with Cloud Functions improved data management experiences through a combination of Cloud SQL, BigQuery, and Data Studio.

The results

By migrating data from a basic third-party platform to a flexible cloud-native solution, Grid Dynamics was able to provide the retailer with in-house and real-time data control without any disruption in services for its customers. Analytics calculations are performed in real-time, data issues have been reduced to 0, and platform license and maintenance costs have been eliminated.

“ Our long-standing relationship with Grid Dynamics gave us confidence that jointly we could execute this major transformation and achieve the results we were planning for. We eliminated our dependency on third-party products and set up platform and engineering best practices that would allow us to scale and continuously improve the customer experience.

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Ljubomir Cvetkovic, VP of Engineering at American Eagle Outfitters

AMERICAN EAGLE

About American Eagle Outfitters

American Eagle Outfitters is a Fortune 1000 lifestyle, clothing, and accessories multi-brand retailer with over 1,000 locations worldwide and multi-billion dollar annual revenues. The company provides a sophisticated customer experience ecosystem focused on agility and speed of innovation serving younger digital-savvy customers.

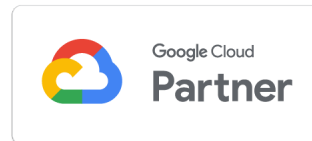
Industry: Retail & Wholesale

Primary project location: United States



About Grid Dynamics Holdings, Inc.

Grid Dynamics is a leading provider of technology consulting, engineering and data science services for Fortune 500 corporations.



Products

Google Cloud Platform