

# Building an integrated cloud solution for OTTO Logistics Team

Aliz and Snapsoft helped OTTO's Google Cloud journey by supporting them in their IT transformation in the logistics department, transferring valuable technical know-how to OTTO, and helping modernise and streamline business processes and applications

## The challenge

OTTO's IT Logistics Team began its journey to cloud in 2016. They started with AWS and added Google Cloud to the repertoire, reasoning that a multi-cloud solution would be most suitable for their business and tech goals. They wanted to build solutions and applications that created value from their logistics data and automate key processes, but lacked key technical knowledge.

## The solution

Integrated teams of Aliz, SnapSoft and OTTO developed custom, clickable web applications for OTTO Logistics team, including sample size calculation, goods inspection, and a claim management system. The backends of these apps are running on Cloud Run and Cloud Functions, and the teams used Cloud SQL as the backend database, and Cloud Pub/Sub to ensure an event-driven architecture.

## The results

The OTTO Logistics Team overturned its outdated architecture with serverless, modern cloud technologies allowing for automated solutions and data-driven analysis. Besides providing Google Cloud expertise, Aliz also helped OTTO producing components, on the basis of which the client can build additional state-of-the-art solutions as they further progress along their digital transformation journey.

“ Thanks to Google Cloud, our teams have become independent of centralized Ops teams and are now truly living up to the DevOps idea. This has contributed to drastically improved deployment frequency, lower defect rate and overall higher developer satisfaction. ”

Alexander Laeschke-Kaack, Domain lead logistics management, OTTO



### About OTTO GmbH

OTTO is one of the world's biggest e-commerce companies, offering seamless shopping experience, and a wide range of high-quality products including fashion, electronics, and home goods. OTTO has operations in over 20 countries, and has recently transformed itself from an online retailer to a platform with thousands of partners and brands.

Industry: Retail & Wholesale

Primary project location: Germany



### About Aliz Tech GmbH

Aliz is the proven Google Cloud partner for a smooth cloud journey, with specializations in Data Analytics, ML, Infrastructure, and Cloud Migration



## Products

Google Cloud Platform