Redis enables Ulta Beauty to Build Digital Store of the Future

Redis helped ensure a seamless migration to Redis Enterprise Cloud, enabling Ulta to automate development tasks to reduce development efforts, simplify integration with third party technologies, and anchor a curbside pickup service.

The challenge

Rapid online growth during COVID-19 motivated Ulta Beauty to renovate its e-commerce presence and adopt a more nimble, efficient cloud-based architecture. The company sought to deploy a more versatile, scalable, and powerful in-memory database within a microservices architecture that offered strong caching support.

The solution

Ulta migrated to Redis Enterprise on Google Cloud to manage its rapid growth and to create a cohesive digital presence both online and in its stores. Redis Enterprise Cloud handles application layer caching via an in-memory database requiring no storage.

The results

Redis anchored a curbside pickup service that kept inventory moving during COVID-19, and ensured a seamless migration from open source Redis to Redis Enterprise Cloud. The new environment allowed Ulta to automate development tasks for their innovation team, including designing a "digital store of the future" and refreshing the Ulta website with new personalization tools for shoppers.

> " Today's shoppers expect great digital experiences. We want to bring the physical and digital stores together — to make shopping even more seamless for our guests. Redis technology powers many of our features and we leverage it heavily in our omnichannel strategy as well as the new eCommerce platform we're building. "
>
> Omar Koncobo IT Director, Ulta Beauty

About Ulta Beauty

Ulta Beauty, Inc. is the largest U.S. beauty retailer of cosmetics, fragrance, skincare products, hair care products, and salons. Today, Ulta Beauty operates more than 1,450 retail stores across the country and maintains a popular e-commerce website
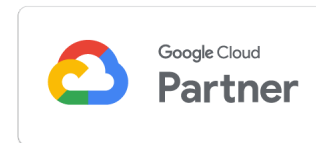
Industry: Retail & Wholesale

Primary project location: United States

About Redis Inc.

Redis delivers open source and enterprise-grade data platforms to power applications that drive real-time experiences at any scale.

Products

Google Cloud Platform