Marxent - Creating Growth Opportunities with Data Analytics

Pandera Systems partnered with Google and Marxent to qualify, build and confirm the project goals and objectives as desired. The project team discussed the BRD, the SOW potential, price and timeline and managed throughout each stage to completion.

The challenge

Within the current online environment, Marxent recognized a need for more data insights, security and improved client services. Additional analytics available to retailers would allow brand loyalty growth, improved merchandising decisions and more.

The solution

Pandera deployed a modern system architecture hosted on Google Cloud to support the Looker reporting application. This included a cloud migration of current AWS Application Stack over to GCP in preparation for a Looker PSO driven 2020 Upgrade. Additionally, Pandera will provide troubleshooting support via support help desk through contract term of 24 months.

The results

The Lift and Shift to Google Cloud delivered a flexible on-demand and reliable infrastructure with reduced cost, 24/7 cloud and infrastructure support, and a feeling of ownership of their environment to support the performance needs of their Business Intelligence environment.

> " "The time was right for us to make the move to Google Cloud Platform. GCP and Looker are helping us to take this enormous amount of behavioral data and make it actionable for retailers." "
>
> Beck Besecker, Marxent CEO and Co-Founder

About Marxent

Marxent is the global leader in 3D e-commerce for furniture, kitchen, bath, outdoor, and office furniture. Marxent's 3D Cloud platform allows retailers and brands to build endless applications from a single 3D product catalog. Marxent has offices in Ohio, Florida, and international presence with offices in England, France, and Germany.
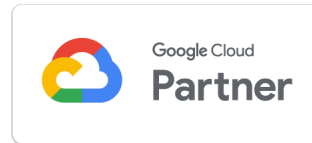
Industry: Retail & Wholesale

Primary project location: United States

About Pandera Systems LLC

GCP Premier Pandera Systems is Data Analytics Specialist and is proficient in Google Cloud, BigQuery, Cloud Storage, Cloud SQL, Data Studio, & Looker.

Products

Google Cloud Platform