Jack Wolfskin | adesso

CRM MODERNIZATION PROJECT

SUCCESS STORY

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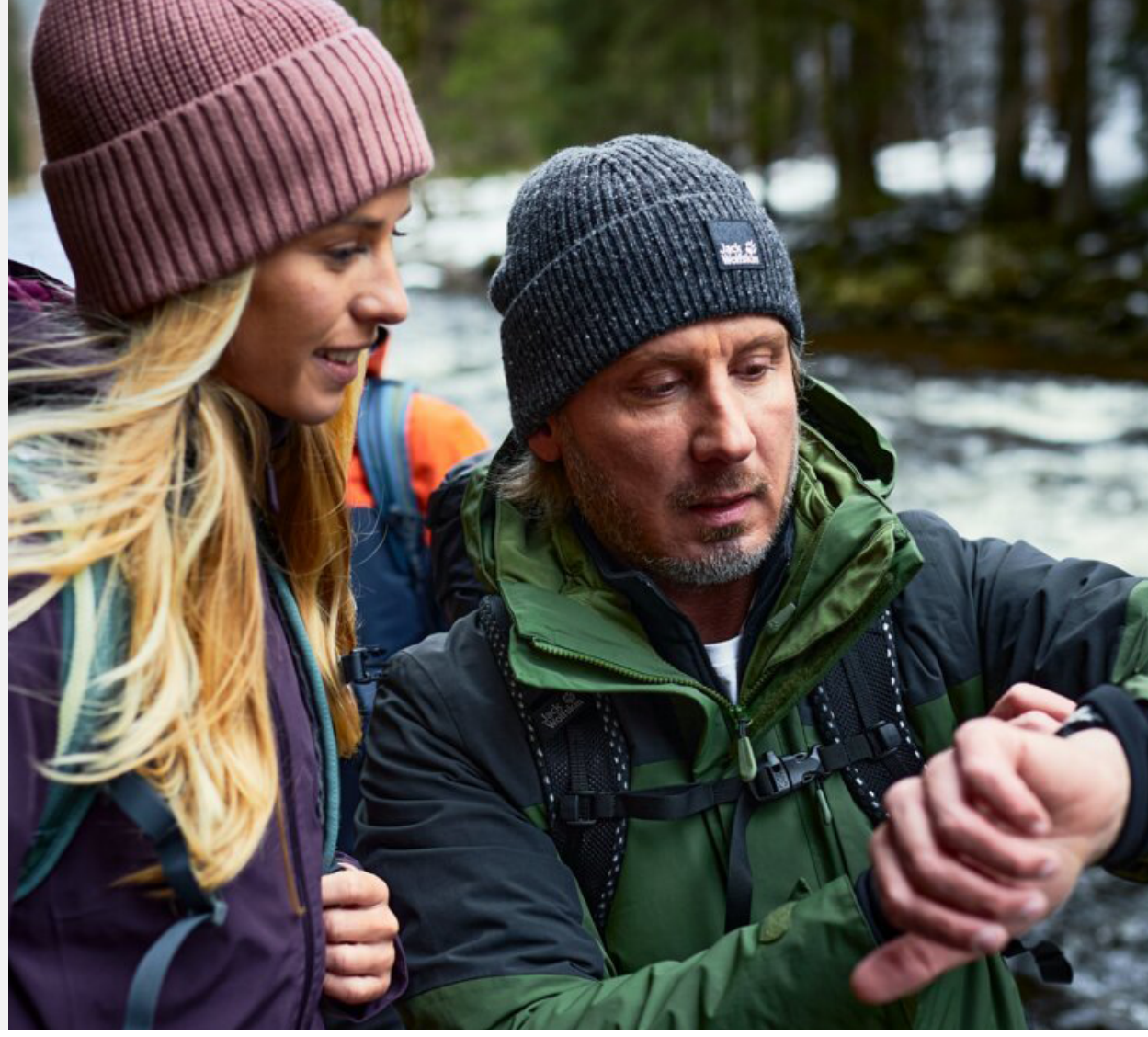
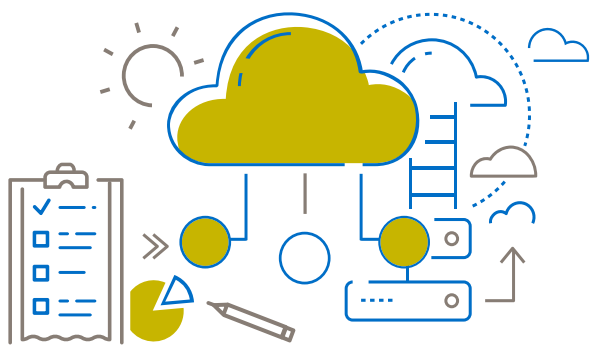
The Client: **Jack Wolfskin**

Jack Wolfskin specializes in crafting high-quality, sustainable outdoor apparel and equipment designed to enhance the adventure experience for nature enthusiasts and explorers.

Since its founding over 40 years ago, Jack Wolfskin has grown into an international brand with over 450 stores and more than 1,400 employees worldwide.



The Challenge: **Modernizing Jack Wolfskin's CRM**



Jack Wolfskin's CRM had a monolithic architecture hosted on-prem. This initial setup, relying on database and application servers, faced scalability challenges and communication bottlenecks with external services. Performance issues, particularly slow response times, were affecting page loads, hindering the user experience.

The Solution: **Cloud Migration and Serverless Architecture**

- To address these issues, the on-prem application was modernized and migrated to the cloud, adopting a serverless architecture.
- The system was upgraded from .Net Framework to .Net 8, and Azure Data Lake was implemented for storage solutions.
- The application's queue mechanism transitioned to a serverless structure using Azure Functions and Service Bus, enhancing message handling efficiency.
- The architecture was restructured to emphasize decoupling and the benefits of a distributed system, segmenting into distinct web, API, and function services.
- Both the web and API services were hosted on Azure App Service, ensuring seamless operation and scalability.

The Result: **Enhanced Performance and Streamlined Operations**

- The application was modernized and migrated to Azure, enabling efficient development workflows, continuous integration/continuous deployment (CI/CD), and quicker rollouts of new versions.
- Transitioning to Azure Service Bus improved message handling between components, ensuring reliability under high loads.
- Automatic scalability in the cloud enhanced performance during peak times without manual intervention.
- Serverless billing reduced costs by charging based on actual usage rather than pre-set capacities.
- Upgrading to .Net 8 improved functionality and performance with the latest optimizations.
- Decoupling into web, API, and function services simplified updates and maintenance while increasing modularity.
- Azure Data Lake integration provided scalable and secure storage, supporting big data and analytics needs.
- Azure App Service improved availability with features like automatic failovers and geo-redundancy.

Success in Numbers

264 GB of production data was migrated from on-prem to the Azure cloud.

Average response times were reduced to **2 milliseconds.**

Processing **50,000 messages/day** through Azure Service Bus.

CI/CD process time was reduced to **5 minutes.**

Transitioned from a monolithic structure to **5 function applications** and **2 .NET applications.**

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