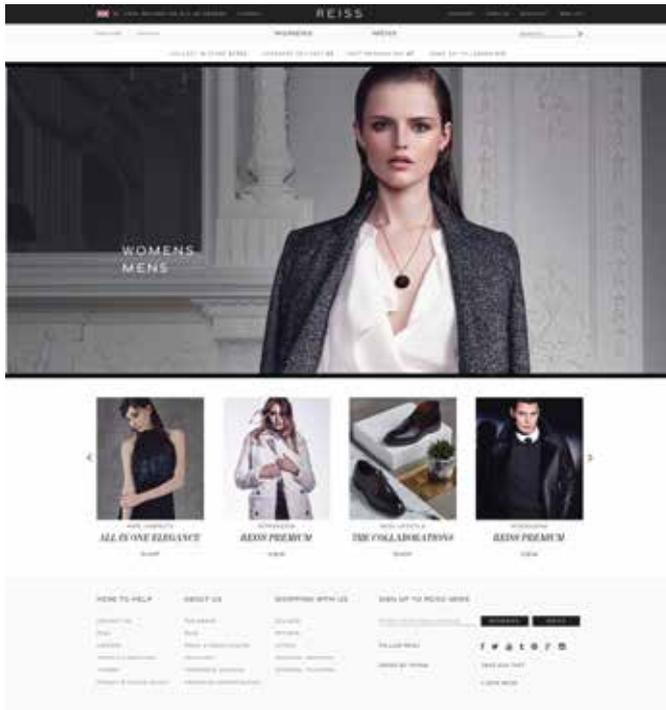


REISS

GLOBAL RETAILER REISS
ELEVATES ECOMMERCE
TO NEW HEIGHTS WITH
PLATFORM.SH



URL

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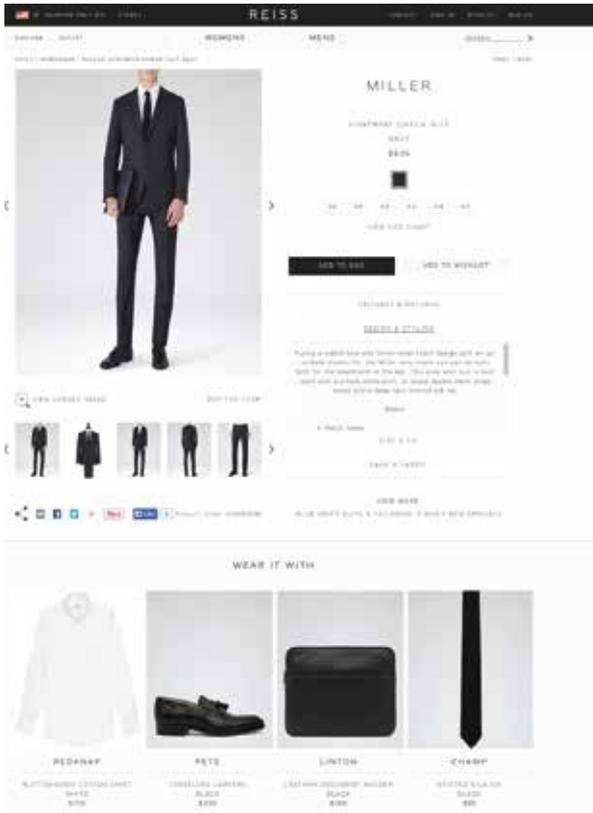
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PRODUCTION HOSTING AND SYMFONY BASED DEVELOPMENT PROCESS RADICALLY DIFFERENT, HUGE SAVINGS AND NEW LEVELS OF EFFICIENCY

INTRODUCTION

Reiss is a high end fashion retailer operating 120 outlets across 14 countries in Europe, the U.S. and Asia. Strategic growth efforts are concentrating on internationalising the brand with expansion across North America and Australia in particular, as well as growing the online business. In 2014 reiss.com turnover increased by 30% exceeding projections in a climate where many retailers were struggling to break even. In 2015/16 the aim is to keep beating historical achievements, which will be largely driven by a strong U.K. market and heavy targeting around the world with our new eCommerce platform, focusing on localised content and new functionality.



As an indication of size, for the month beginning the U.K. summer sale the site executed 33,125 transactions, peaking at 4,135 on day 1 with 520 during the busiest hour. Problems existed around repeated outages, inability to scale for unexpected traffic, and development process improvements that had hit a glass ceiling. Platform.sh has changed all this.

“Platform.sh has reduced our hosting costs by over 60% but with a faster customer experience through a cutting edge hosting stack. It has become the cornerstone of our product development lifecycle, saving time and money at every step. I just can’t imagine working without it.”

Peter Ward, eCommerce Technical Manager

AMAZING PRODUCTION PERFORMANCE

“We upsized to a PE96 during the summer sale and performance was phenomenal. The old architecture needed way more hardware during this period and it still used to fall over”

HOSTING COSTS DOWN 60%

“The savings are enormous, during the evaluation we thought the pricing was too good to be true.”

ZERO INFRASTRUCTURE MANAGEMENT

“We don’t do DevOps anymore, nor do we issue tickets and wait for the vendor to respond”

DEVELOPMENT PROCESS REVOLUTIONISED

“Coding accuracy and design velocity improved by over 20%. Downtime has been virtually eliminated, effectively giving us 16% extra development capacity per annum.

“Code review, functional approval and UAT between the 10 strong distributed development team, design agency and management stakeholders improved dramatically overnight”



HOW PLATFORM.SH CHANGED EVERYTHING

IN PRODUCTION:

“We have never had a problem with live. We do 3-4 releases each week, with several feature changes each. The only drawback I can think of is the few seconds of unavailability the site experiences, so we do this at 07.00 in the morning. It’s a small price to pay for consistency and stability though”

“We can get code into live with just one command. Platform.sh has removed all the risk so the development team can’t break anything. Our old manual process required users to upload files and run scripts in the correct order, there were many issues.”

“We have slightly less flexibility with Platform, because we can’t log into live anymore to instantly fix something. Having said that, now we’re using Platform.sh it’s encouraged such a great workflow that means we don’t need to do this anyway”

“The standard of support is usually very, very high - especially when compared to previous enterprise hosting companies that I’ve worked with.”

IN DEVELOPMENT:

“We do loads of new stuff with Platform.sh, stuff we couldn’t do before. It’s second nature now”

“We now have a fabulous release process that can’t be hacked”

Reiss have a distributed internal development team consisting of 9 people in Glasgow, London and Prague, plus a 3rd party design agency.

THE APPROVALS PROCESS

“The biggest plus in development is the approvals process. I started this team 4 years ago and we’ve been gradually improving our processes, but Platform.sh has transformed this almost overnight.”

“The approvals process is now properly streamlined across all the stakeholder roles - developers, testers, designers, business product owners, marketing and eCommerce - and Platform.sh is at the core of this.”

“We’ve gained huge speed here seeing the code, making sure the feature works, iterating and responding. Just getting the code somewhere to view used to take a chunk of time, 30 minutes or so, now it takes just 3, and that isn’t even 3 minutes of the developer’s time, it’s happening in the background! We don’t worry about finding a spare environment anymore, or whether or not it’s being used, because Platform.sh just spins a new one up in seconds, making the URL available to share with whoever needs it.”

“Platform.sh has allowed us to implement a slick new development peer-review process.”

“The design review phase has hugely accelerated and is much more fluid. We are throwing a lot more pull requests at the design agency now, it’s just a constant stream. We no longer spend time preparing for dedicated review slots and weekly meetings.”

MY PERSONAL PRODUCTIVITY AS A TECHNICAL MANAGER

“I honestly don’t know what we’d be doing without Platform.sh now. The site wouldn’t be nearly as advanced as it is now, there’d be a lot less features”

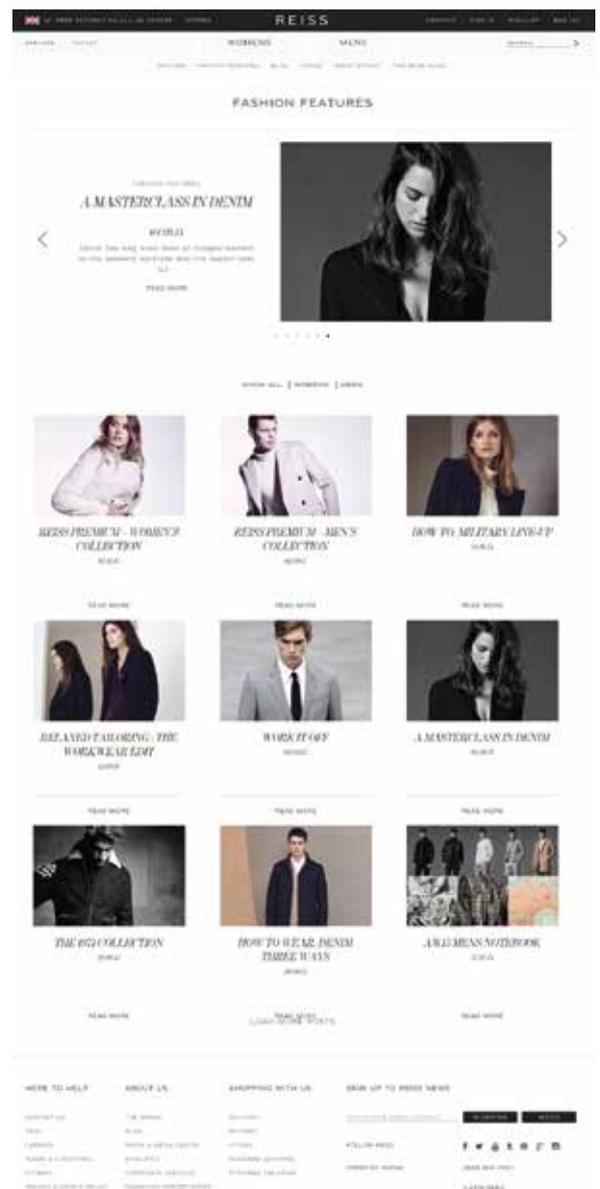
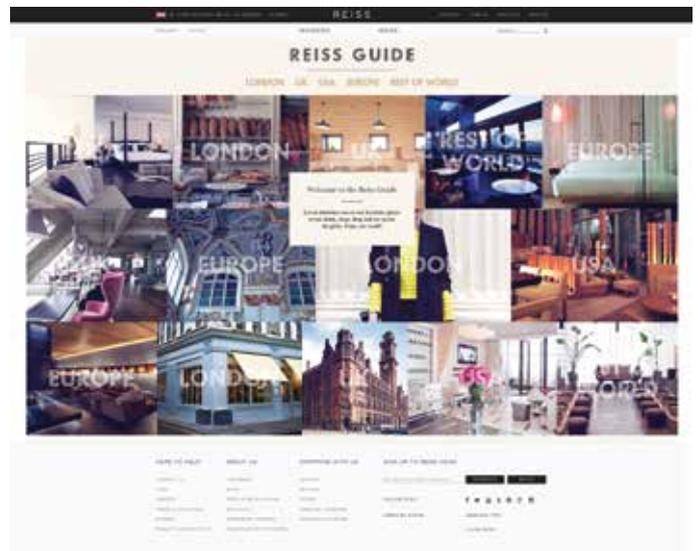
“As a Manager of a team of 9 developers plus external agencies, my personal productivity has improved massively, checking code, making sure features work properly, and responding in a timely fashion so team members aren’t hanging around waiting for me. I can also see how my team is performing, seeing their number of commits and success/failure rates.”

DEVELOPER PRODUCTIVITY

“Github integration is amazing, the biggest game changer from my perspective. Some of my developers have never knowingly interacted with Platform.sh, other than signing in for the first time and entering their SSH key. They just push a branch and it gets built, it’s amazing really!”

“Resyncing data from the parent is brilliant, it’s a huge boost whilst testing. When we make mistakes and break the data, we can just replace it in seconds and start again, at the touch of a button!”

“Seeing changes run against a stable environment quite quickly catches out any issues that ‘worked for the developer’ while building.”



Platform.sh is a groundbreaking hosting and development tool for web applications. It extends a branch-merge workflow to infrastructure so that every branch can be tested as if it were in production, and live sites scale effortlessly to serve the most demanding traffic. Enterprise plans boast a unique, triple-redundant offering, and 24/7 follow-the-sun support. Based on Open Source technologies, Platform.sh is ideal for agile software development, continuous integration and continuous delivery.