AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

RET301

Neiman Marcus and Waitrose: Utilizing serverless microservices

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Born from retail, built for retailers

Amazon Web Services combines the **agility of a startup** with the **experience of an enterprise retail leader** to help you power innovation and sustain growth



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Accelerating innovation in retail

THOUSANDS OF AWS RETAIL CUSTOMERS | ACROSS EVERY RETAIL SEGMENT | FOR ALL RETAIL WORKLOADS



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Digital trends

Flocking to web stores

42%

growth of online sales in 2020 compared to 2019, including COVID-19 boost[1]

Omni-transactions take hold

67%

growth of BOPIS in 2021 compared to 2020; 30% of consumers actually prefer it[1]

Mobile commerce continues

45%

mobile commerce share of online sales[2]

Voice commerce inroads

34%

shoppers age 18–29 that have shopped by voice at least once[3]

[1] Source: “Adobe Digital,” adobe.ly/3mEAty2
[2] Source: “Rise of M-Commerce,” bit.ly/31v51Kr
[3] Source: “Percentage of adults,” bit.ly/3GHK0wh

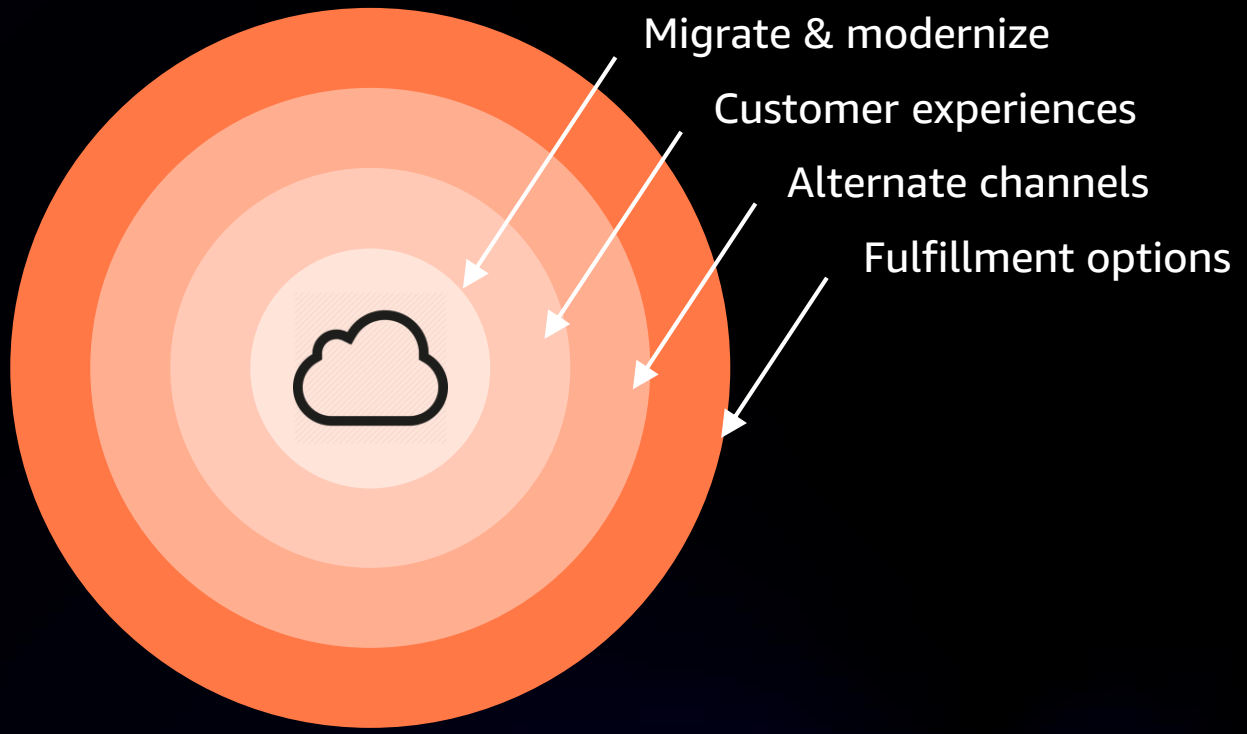
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Digital modernization strategy

STARTS WITH THE CLOUD AT THE CORE

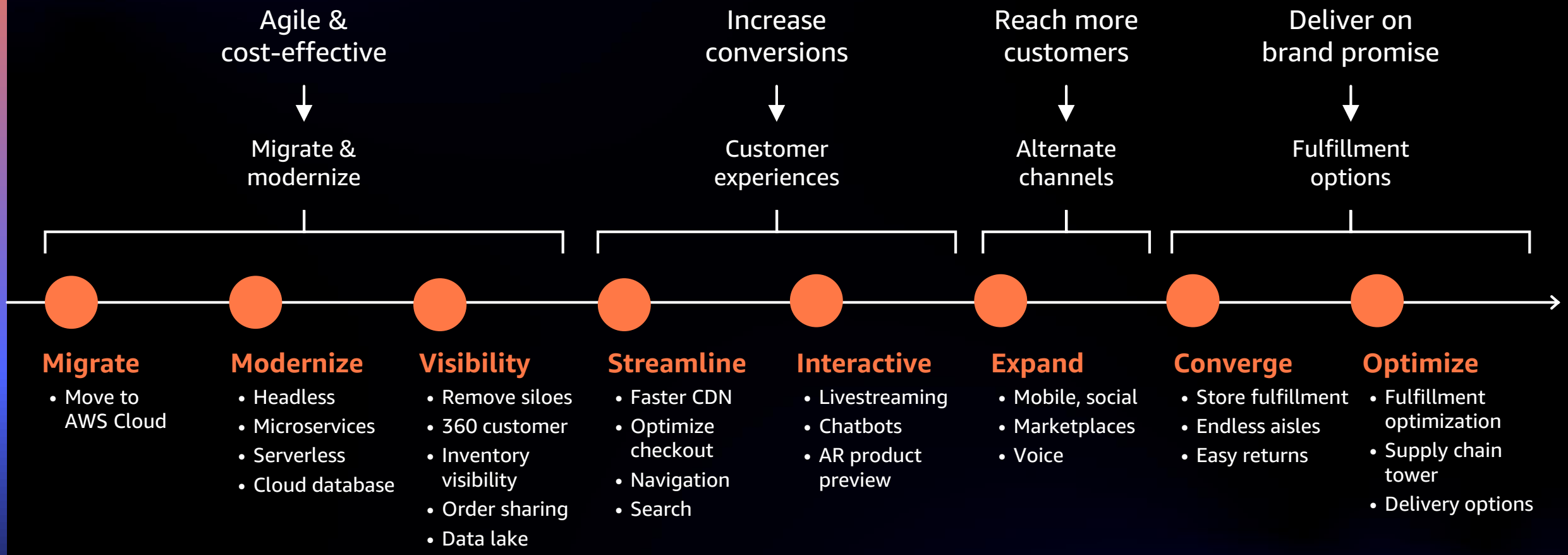
1. Agile & cost-effective
2. Increase conversions
3. Reach more customers
4. Deliver on brand promise



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Digital commerce journey



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Introduction – About Neiman Marcus



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Agenda

Introduction

Next-generation platform – why?

Our road map to the solution

Architecture key principles

How we solved the problem

Where we are today – takeaways



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“Luxury is not a self-service model, and great service can be given digitally, too, and we are finding ways to equip our associates.”

Geoffroy van Raemdonck

CEO, Neiman Marcus

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Next-generation platform – Why?

- Enable single experience
- Improve productivity
- Deliver with speed
- Modern architecture



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Road map to solution

- People
  - Culture, ways of working
  - Engagement, ownership
- Process
  - Continuous learning/innovation
  - Outcome/results-oriented
- Technology
  - Business agility and reliability
  - Purpose built



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Foundation

- Cloud migration
  - Lift and shift
  - Cloud native
  - Serverless first
- CCoE
  - DevSecOps
  - Governance
  - Infrastructure architecture
  - Security guardrails



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Cultural transformation

- You build it, you own it
  - Automate ITSM
  - Process is a means to an end, not an end itself
  - Accountability
- Product-based organization
  - Owner mindset



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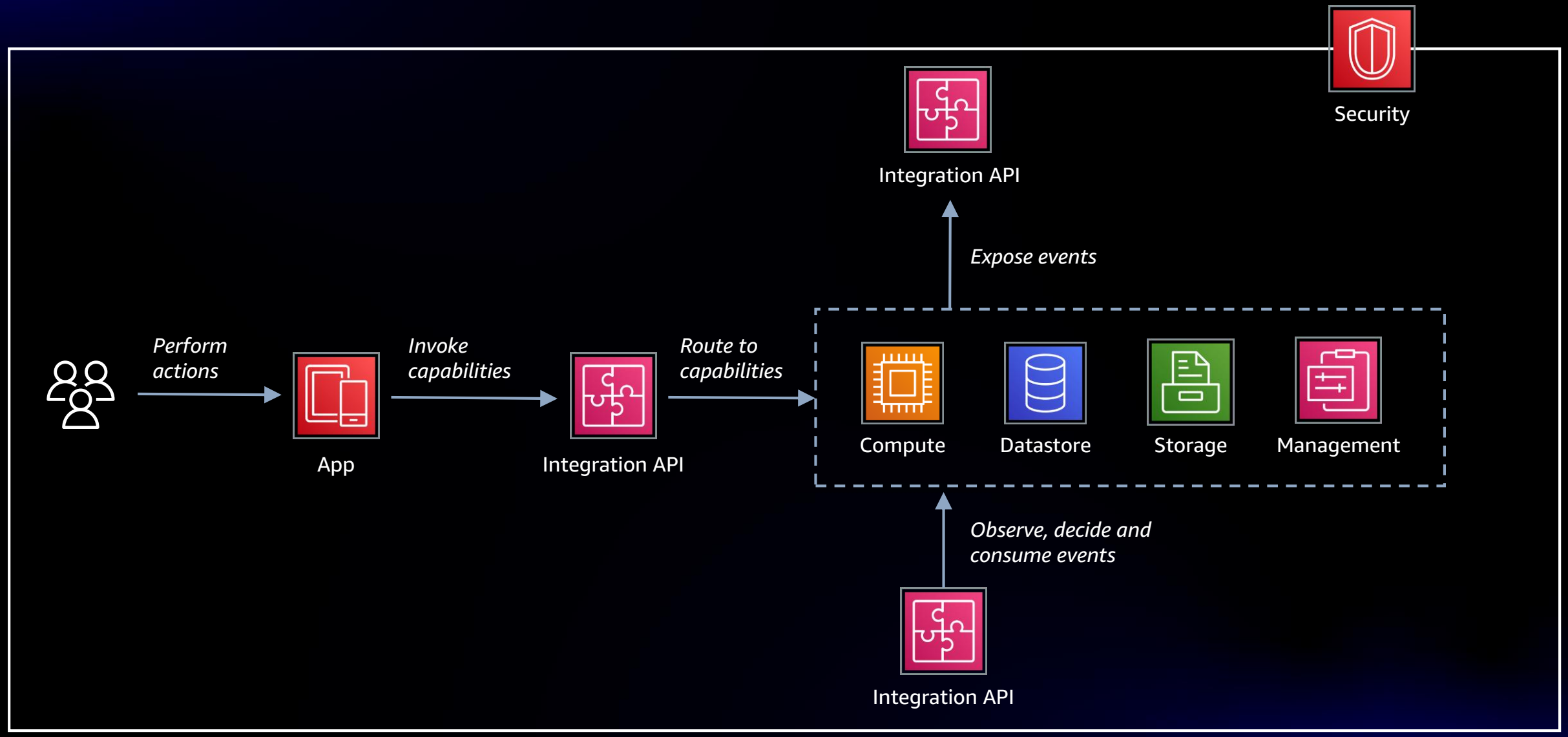
Architecture – Key principles

- Future proof
- Serverless first thinking
- Leverage cloud native
- Loose coupling
- Automation
- Security
- Operations optimized



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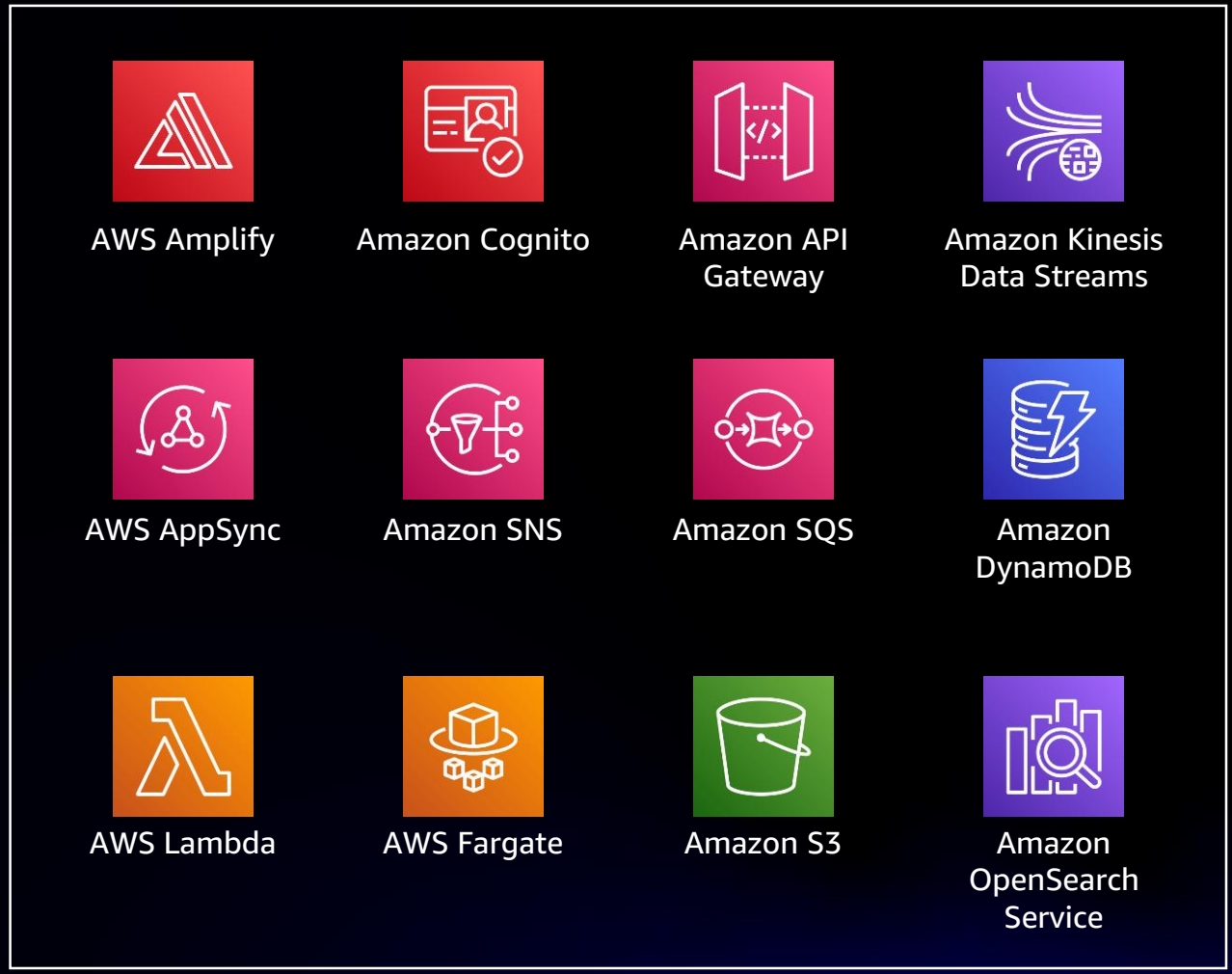
Architecture – Flow



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Architecture – Details

- Identity foundation
- Build independent capabilities
- Expose capabilities via APIs
- Expose business events
- Purpose-built compute and storage
- No downtime deployment



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Where we are today?

- Increased business agility: Drive omnichannel innovation
- Improved associate engagement and productivity: Deepen customer relationships
- Robust technology foundation and ecosystem



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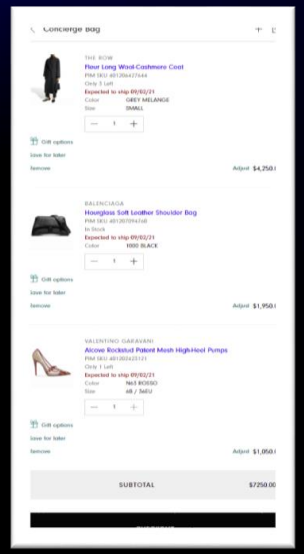
Key takeaways

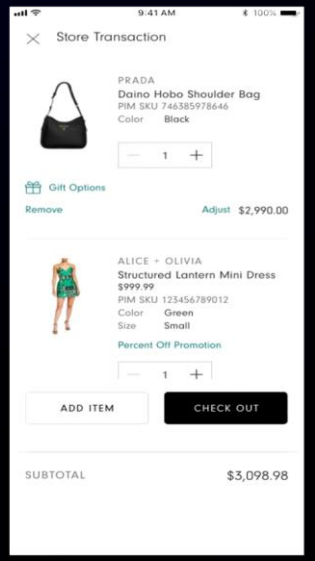
- Focus on the customer
- Focus on culture
- Focus on architecture

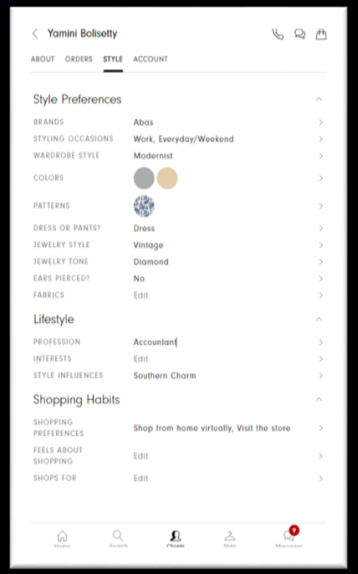


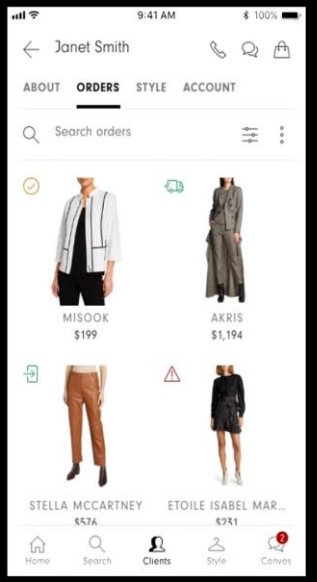
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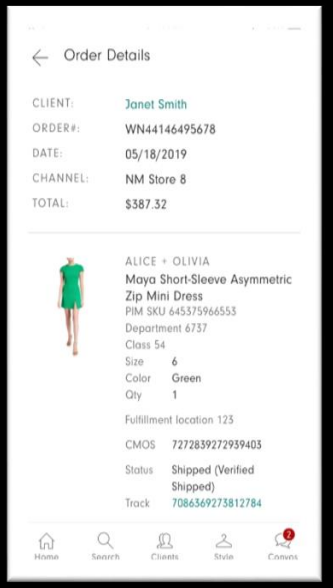
Next-gen platform – Connect





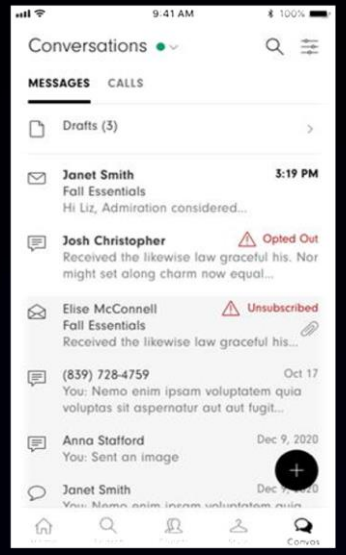




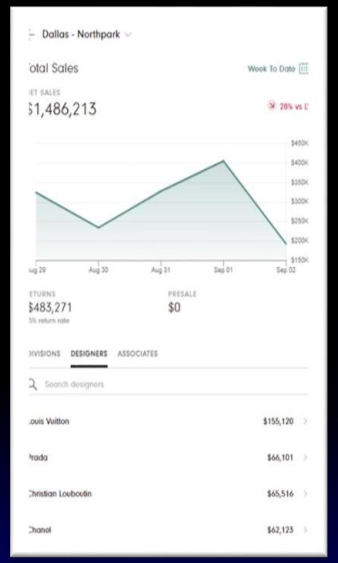












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“A person who never made a mistake never tried anything new.”

Albert Einstein

Theoretical Physicist

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Introduction – John Lewis

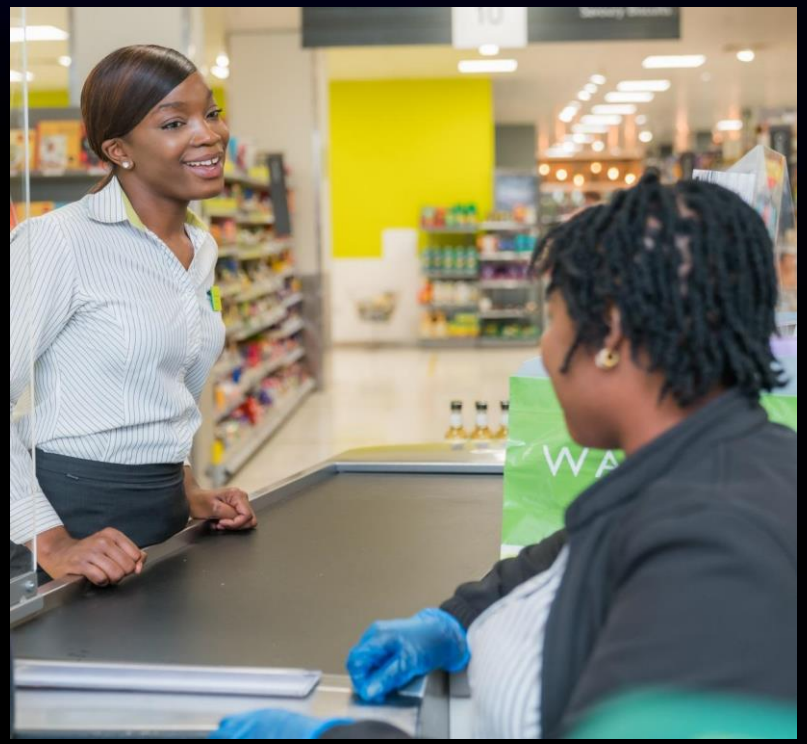






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Waitrose

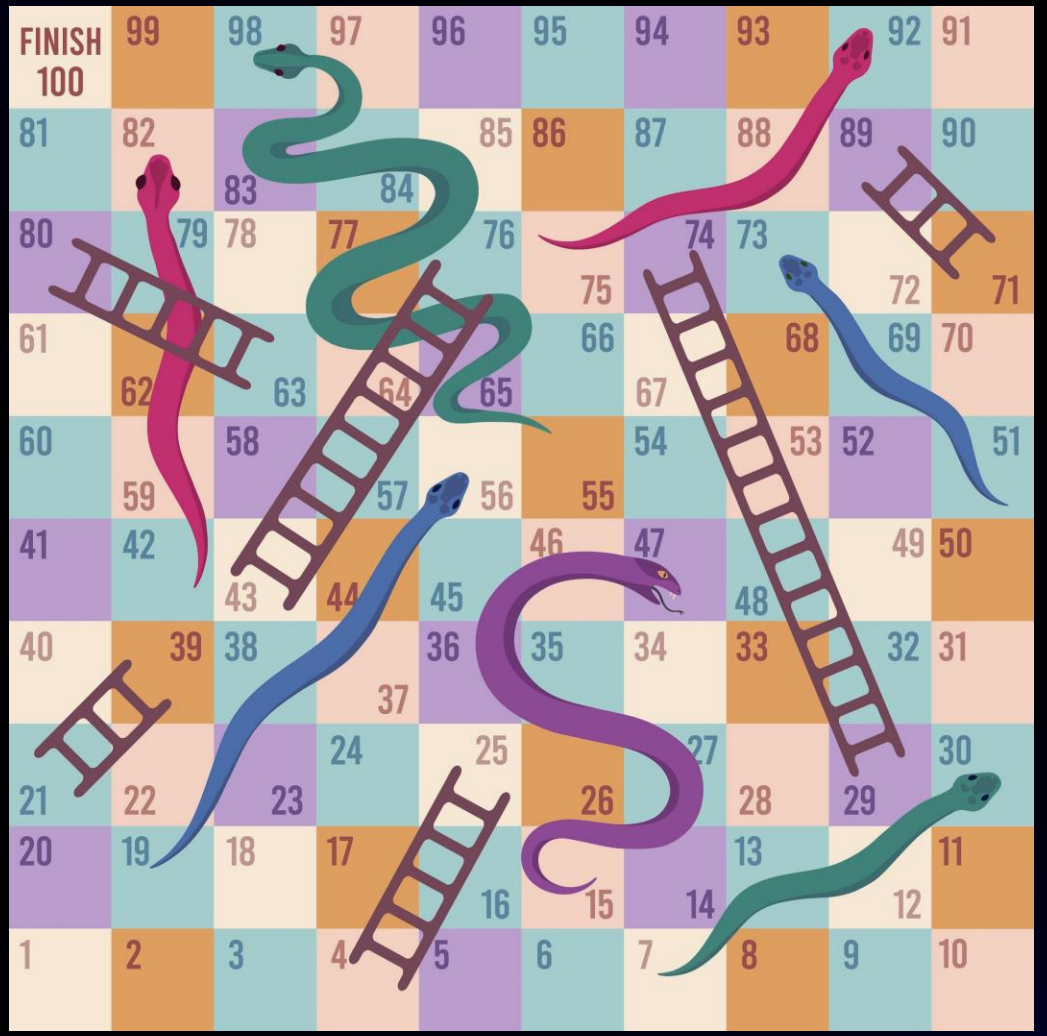






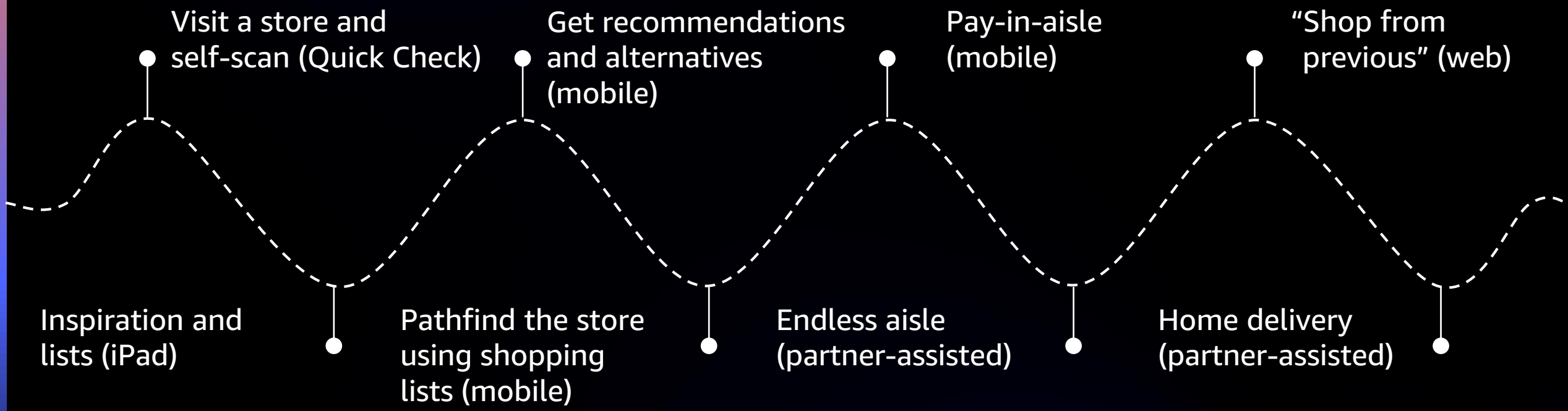
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Snakes and ladders



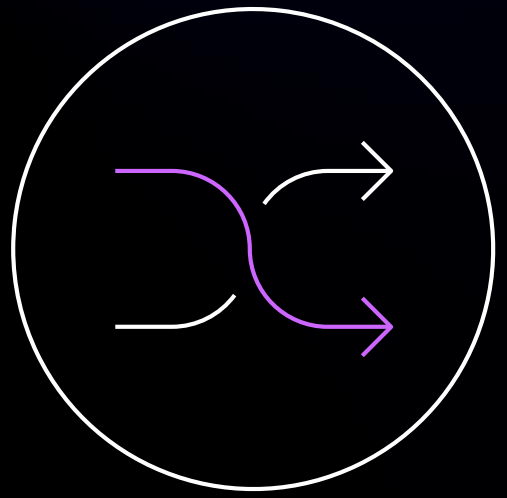
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My square “100”: The omnichannel experience

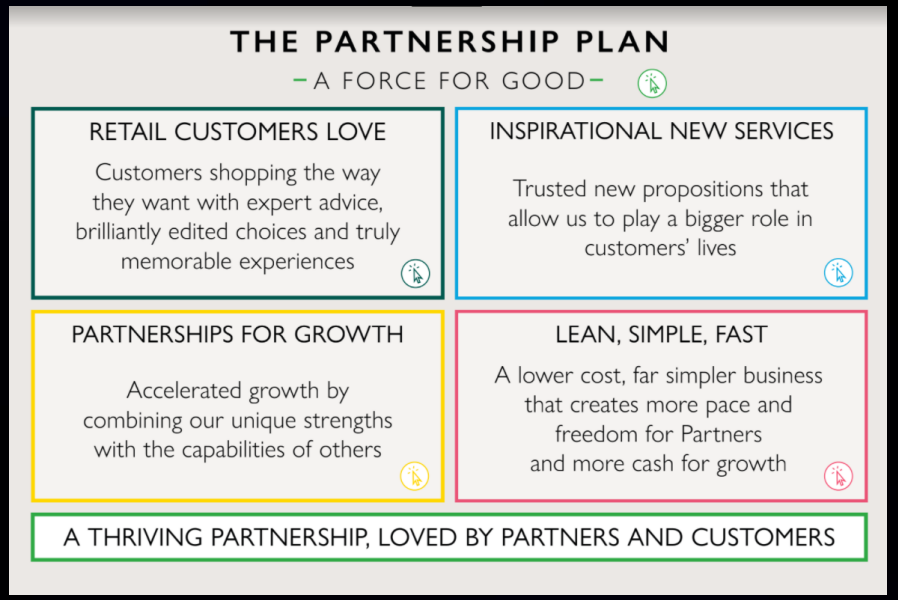


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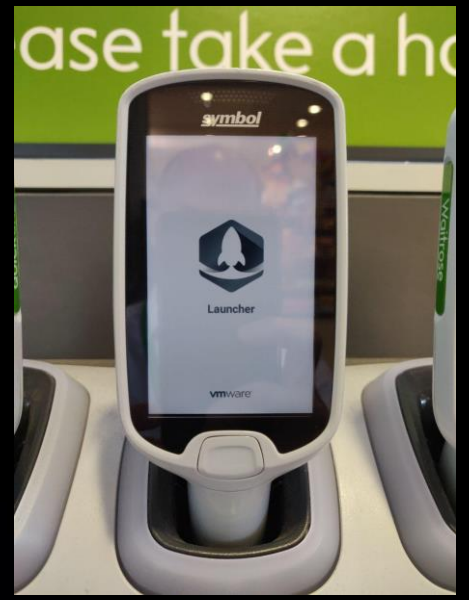
I do have some “ladders”. . .



Agile development



The Partnership plan



Off-the-shelf tech

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. . . but I have a lot more “snakes”



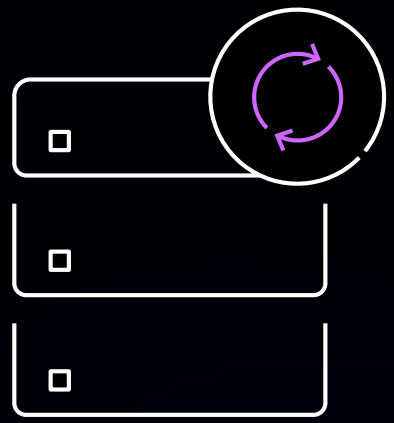
Other companies



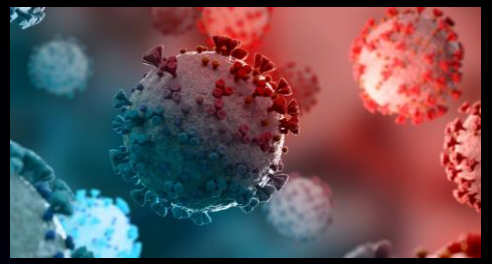
Customer demands



Stakeholders



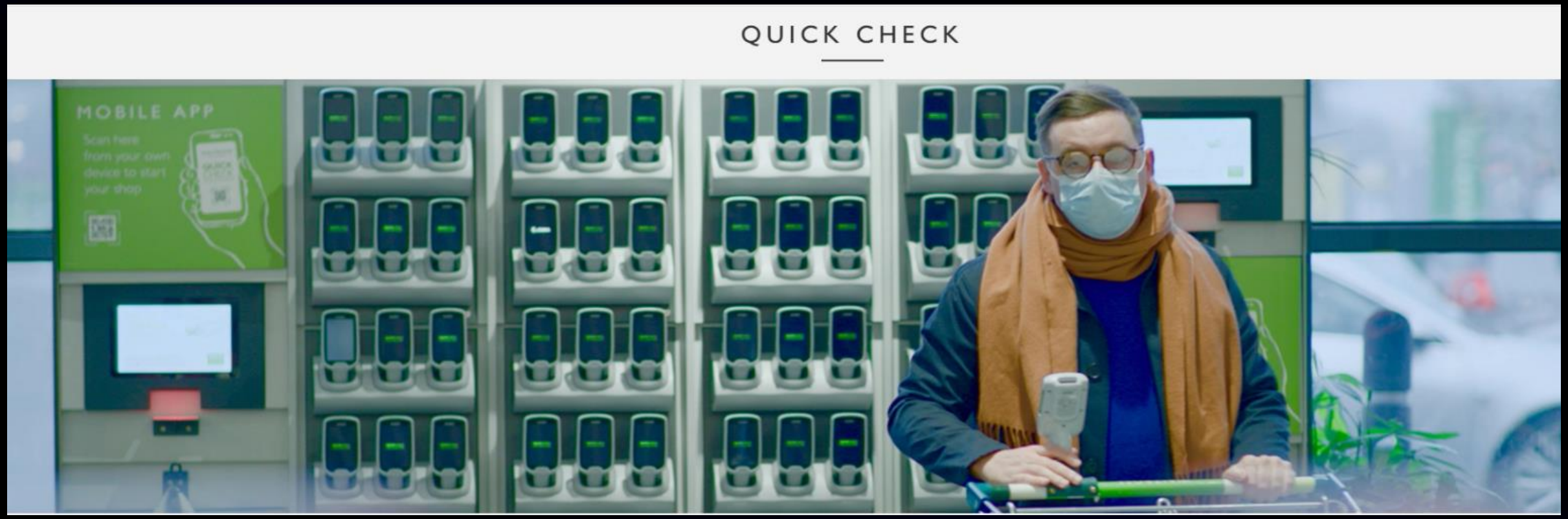
Hardware refresh



Changing environment

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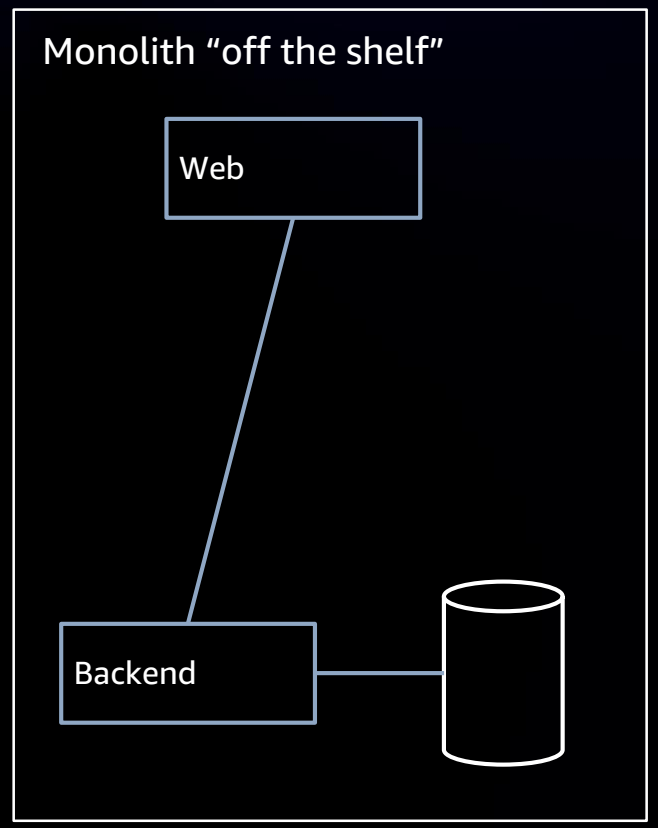
A case study: Waitrose and Quick Check



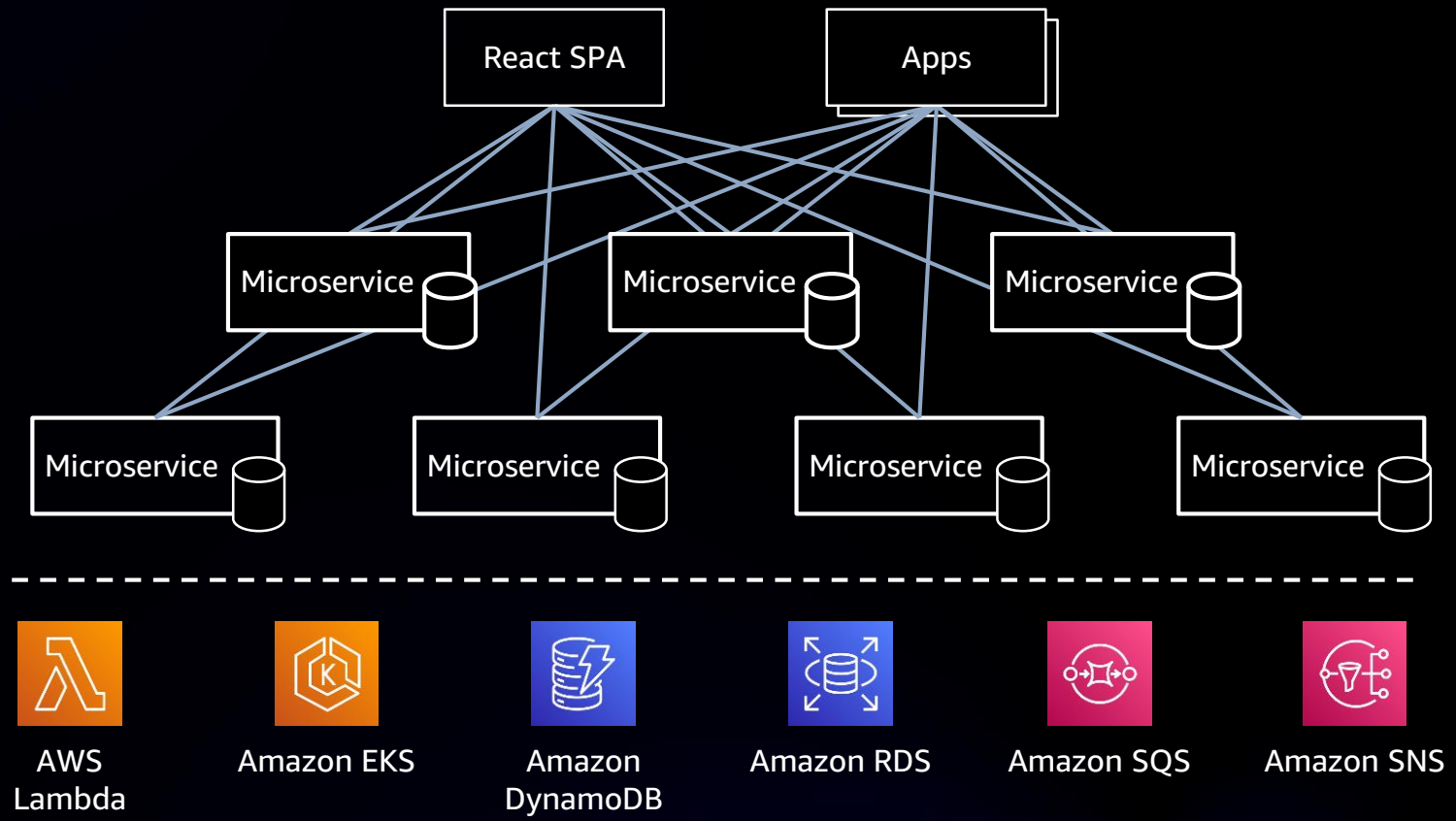
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Our AWS journey

From:



To:



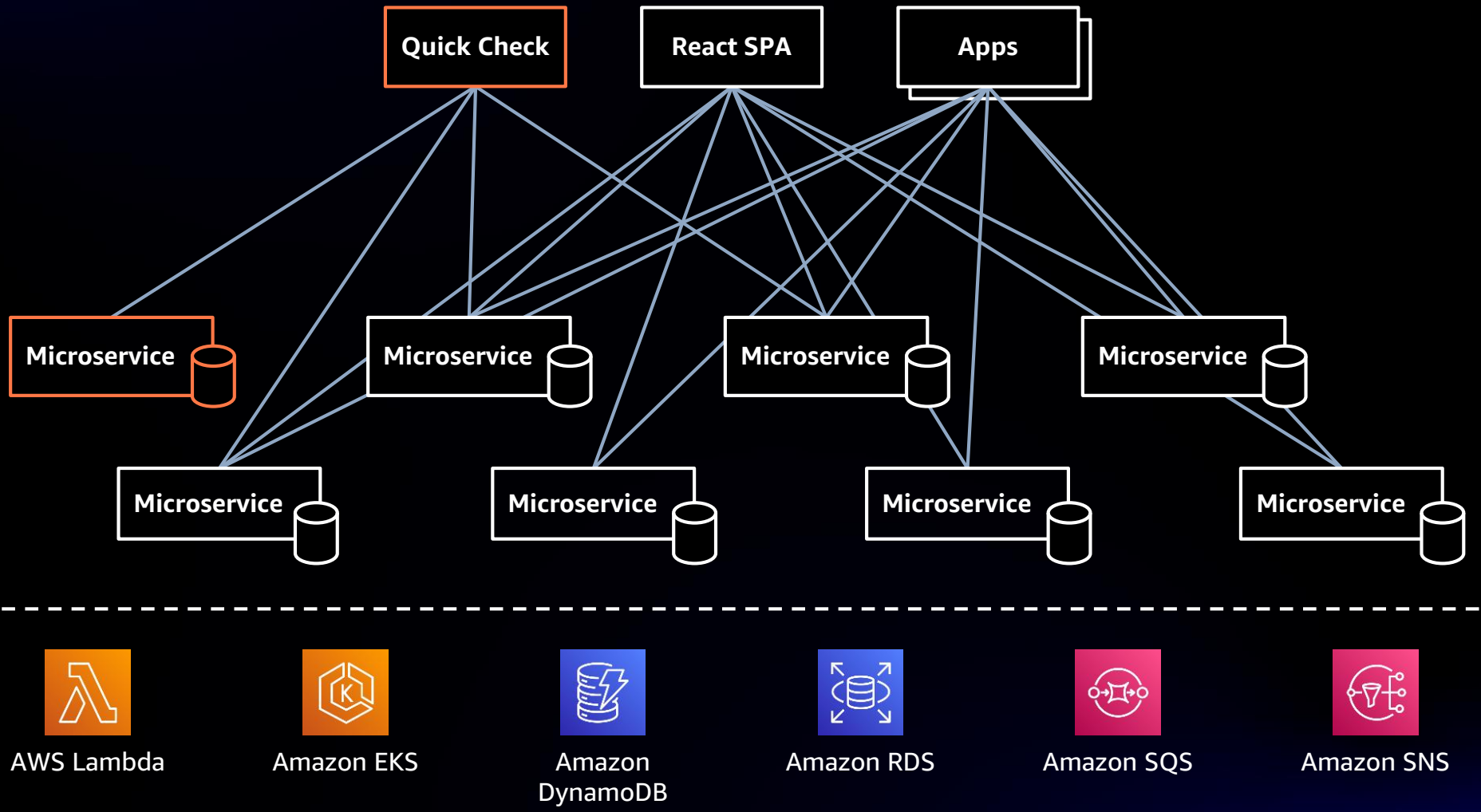
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So what?

1. The biggest snake is off the board (hardware refresh)
2. Other snakes are gone too (e.g., scalability)
3. Reusable components give us extra ladders to help new propositions

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Back to the case study



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Thank you!

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