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Servian & Omneo Case Study
Cost-effective, competitive, modern
infrastructure in the cloud





Project Overview

The Omneo team had been suffering, not just technically but culturally - with pressure-filled backlogs and time constraints that contributed little to the broader product vision. As pressure continued to mount, Omneo began the search for a more efficient way to keep its application codebase consistent across multiple clients without further adding to the infrastructure management burden.

Location Melbourne, Australia

Servian Services Data integration, Data visualisation, Analytics, User experience and interface design, RapidXP, Data quality, User experience design, User interface design and development

Servian Pillars Cloud + Technology

Technologies Used Google Cloud [Google Kubernetes Engine, PubSub, StackDriver, Cloud Functions, Cloud Scheduler], Redis, MySql

Company Overview

omneo



Omneo is a Customer Experience Suite designed to improve relationships between a brand's customers and the people who serve them — providing a single profile view for in-store and online transactions, interactions, attributes and preferences. Omneo's focus is on allowing customers to pick up wherever they last left off with a brand, with half a million monthly active users across Australia, New Zealand, UK, Europe and the US.

In addition to its 360-Degree customer view, Omneo has a loyalty and incentives engine that facilitates real-time access, tracking and redemptions of rewards for customers and staff across all channels. The engine, in combination with its product curation features such as customised lists, customer satisfaction ratings and NPS ensures all elements of the customer journey, can be managed and accessed in one central location.

Created in 2010, Omneo has seen steady growth both in its product offering and client base. The challenge associated with providing up to date profile and incentive data to customers across brands, locations and channels had become increasingly apparent. The platform requires always-on availability for customers and providing this often meant high touch server maintenance and broad strokes client access for independent and numerous microservices for eCommerce platforms, Point of Sale, customer service, and communication providers.



The Challenges

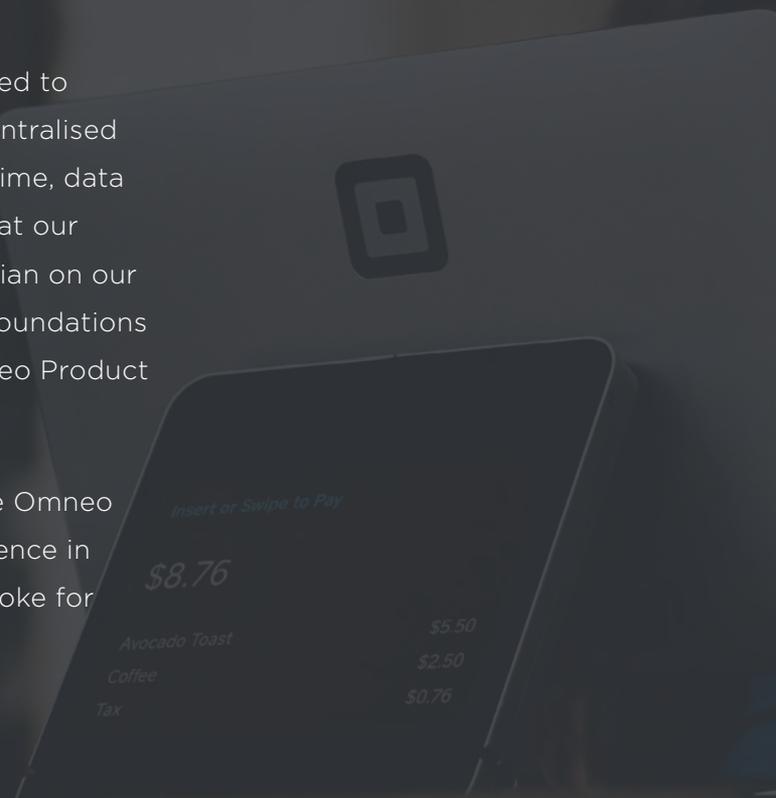
Recognising the volume of the work to be done, the decision was made to find a partner who could help refocus team efforts away from infrastructure management and towards product development, with three key outcomes in mind:

- Rearchitect product infrastructure from single to multi-tenancy
- Migrate away from current hosting provider to Google Cloud Platform
- Configure and operationalise best practices for environment provisioning, integration and deployment

Our Solution

“Our decision to engage Servian came from a need to fast-track the migration of all clients onto one centralised infrastructure without compromising the teams time, data integrity, security or availability. We cognisant that our knowledge in this space was limited, having Servian on our side meant we were better-equipped to lay the foundations of our product with best practice in mind.” Omneo Product Manager, Mike Richardson explains.

Servian introduced five DevOps specialists to the Omneo team, who brought with them a wealth of experience in educating and empowering teams, the results spoke for themselves.



Increased capability and cost-effective scaling

Servian worked with Omneo to transition core software from the previous Cloud Software Vendor onto Google Kubernetes Engine (GKE). Servers that were once responsible for serving one application could now consolidate many – resulting in 40% saving on hosting costs.

Employing Cloud SQL, in conjunction with Kubernetes autoscaling, meant that the Omneo software could now promptly adapt to high retail trade seasons and customer demands. With Servian at hand, the implementation meant minimum developer input and maximum performance output.

Before working with Servian, Omneo had worked on client managed infrastructure and collaborated independently with patrons for product developments. The workflow and cost benefits provided by Google Cloud meant that Omneo could now internalise hosting costs and move management into one internally handled environment.

Faster, more consistent product framework

In developing a plan for the shift in platform and architecture, one significant consideration was how to approach bespoke or ad-hoc applications that didn't fit into the wider Omneo product suite. Working with Servian, Omneo employed Google App Engine as a solution for this; a framework that allowed for faster and more flexible management of both the core product and client-specific applications in one centralised environment.

In addition to these benefits, App Engines billing structure meant that any services that did not belong directly to the core software suite were accounted for by the relevant party without skewing the companies base operating costs.



Real-time data in customer's hands

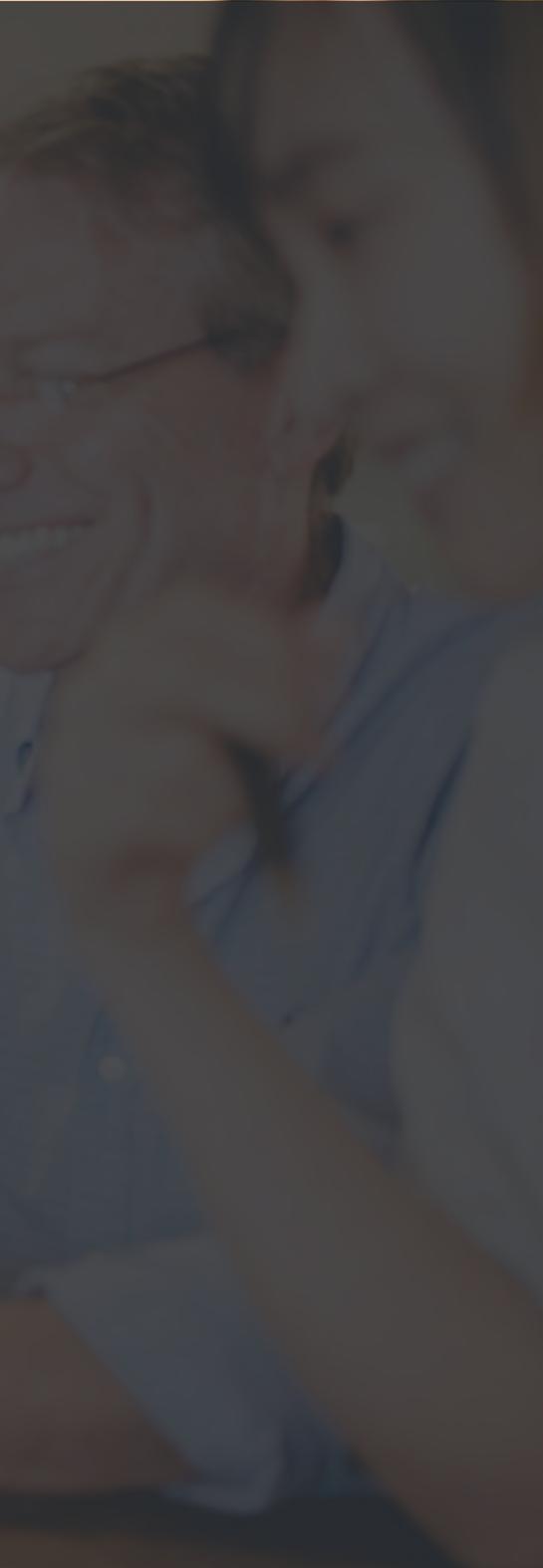
Omneo operates in more than 700 retail stores in Australia daily; with an API exposed to thousands of customer events per minute - a data volume that previous infrastructure had struggled to keep up with, requiring customer built queue packages and often encountering delays in processing and failures.

The adoption of Google's fully-managed database service Cloud SQL and Redis data-store enabled greater reliability, scalability and availability of Omneo data. Meaning that customers could now redeem recently earned rewards, review freshly created transactions or save new information to their profile in real-time across channels.

“While brand and marketing teams are often happy to have end-of-day data freshness for reporting and insights, Consumers, and those that serve them, need everything to be personal and real-time. Omneo is built for them first.”

- Danny Phillips, Co-Founder, Omneo





The Results

It took Omneo and Servian 8 weeks to develop, test and go live with the new Google cloud-based solution, meeting the initial three objectives and resulting in several benefits that the product team and business couldn't have foreseen. Since then, Omneo reports that the time saved in maintenance and provisioning has meant a more significant product development focus centred around improving everyday customer experiences as well as reduced client costs and downtime.

With best-practice embedded in the product infrastructure, Omneo now plans to expand the CX toolkit and leverage other Google Cloud products such as BigQuery and AI/ML capabilities to deliver real-time relevance and personalisation to customers by anticipating their needs rather than merely reacting to them.

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