Synergy Logistics exceeds their customers' requirements in a rapidly evolving industry with iland, now 11:11 Systems.

SOLUTION: IaaS

Synergy Logistics is a software house which specializes in warehouse management technologies and solutions. For more than 40 years, their systems have been powering the warehousing operations of some of the world's most successful companies. Synergy was one of the first companies to recognize the potential of cloud technology as a platform for a best in breed warehouse management system. In 2007, they designed and released SnapFulfil, an end-to-end warehouse management application which is now used in warehouses throughout Europe and America.

Recognizing the increasing importance of e-commerce, Synergy Logistics sought a relationship with a cloud provider who could help them exceed their customers' requirements in a rapidly evolving industry.

Recognizing the Opportunity

Anish Mackan, Technical Manager at SnapFulfil recalls why they jumped on the cloud opportunity very quickly. Online commerce meant their customers were experiencing a huge rise in the number of daily transactions, and cloud infrastructure held the promise of providing the agility and flexibility needed to manage the new logistics demands of next- or same-day delivery.

"We launched our SaaS offering back in 2007 and we were one of the first to do SaaS logistics," Mackan said. "We needed a provider that was cloud-savvy and could help us adapt to changing warehousing requirements—we didn't just want cloud infrastructure."

After evaluating the security, availability, reliability, and service levels of the iland (now 11:11 Systems) Cloud, a relationship was established that has proven to be a strategic differentiator for the SnapFulfil application. Ranging from retail to manufacturers to third party logistics providers, SnapFulfil's customers are benefiting from the on-demand flexibility, security, and cost-effectiveness of the [11:11] Cloud.

CHALLENGES

- Need to support highly transactional businesses
- Cost-effective SaaS solution required
- On-premise levels of security and availability required

SOLUTION

- [11:11] Cloud (IaaS)

BENEFITS

- 100% availability SLA ensures performance
- Flexible pricing and on-demand forecasting reducing cost
- A relationship with a cloud provider that is a strategic differentiator

PROFILE

- Size: Enterprise
- Industry: SaaS

RETHINK CONNECTED

"More than a cloud provider, [11:11] is a strategic partner who helps us innovate to satisfy our customers' complex needs in the rapidly evolving logistics industry."

Tony Dobson, CEO at SnapFulfil

An Enterprise-Class Cloud

SnapFulfil customers are highly transactional—operating warehouses that can pump out in the region of 50,000 orders a day. During peak periods, SnapFulfil can handle north of 200,000 transactions per day and, when it comes to getting products and services in the hands of consumers on time, there's no room for excuses.

Mackan explains, "We needed an on-premise solution in the cloud—the same levels of performance, security, and availability—and we didn't want our customers to have to make any tradeoffs for the SaaS solution."

The [11:11] SLA which guarantees 100% availability levels was the peace of mind that SnapFulfil was looking for. That uptime, combined with the advanced security of the [11:11] platform, including data sovereignty across the [11:11] data centers and ISO 27001 certification, helps SnapFulfil to meet the needs of customers in highly regulated industries such as pharmaceuticals. Additionally, with locations in the US, UK, and Singapore, [11:11] matched the global nature of the Synergy business.

Balancing Performance and Cost

While cloud availability and performance are critical to SnapFulfil, they are like any other IT team with limited IT budgets who need to balance these requirements against cost. The dynamic nature of the [11:11] Cloud platform and flexible resource-based pricing structure enables SnapFulfil to expand their cloud resources as their customer needs grow—without having to over-invest in cloud capacity that could remain unused.

"We can adapt the [11:11] resources up and down as we need to and forecast two hours in advance instead of weeks or months," Mackan said. "This means we avoid paying for over-allocated resources and can deliver a cost effective SaaS solution to our customers."

Visibility and Control

Like many SaaS providers, SnapFulfil initially had concerns about relying on someone else's IT infrastructure. The [11:11] Secure Cloud console, however, has helped to overcome that concern. The IT team uses it for day-to-day administration of the environment and the reporting capabilities of the console are used to identify peaks and troughs in resource usage, relating that back to market trends to drive strategic decision making.

"The [11:11] Cloud console gives us that feeling of having an on-premise solution in the cloud—we have the visibility and power to control our own destiny." says Mackan.

A True Partnership

Mackan says that a lot of the success of SnapFulfil comes down to the working relationship between [11:11] and his team. "The [11:11] CTO architected our solution and I can call the [11:11] CEO whenever I need to. That support is invaluable," Mackan says. SnapFulfil has more time to focus on innovation and differentiation and not IT infrastructure— a big win for this SaaS provider.
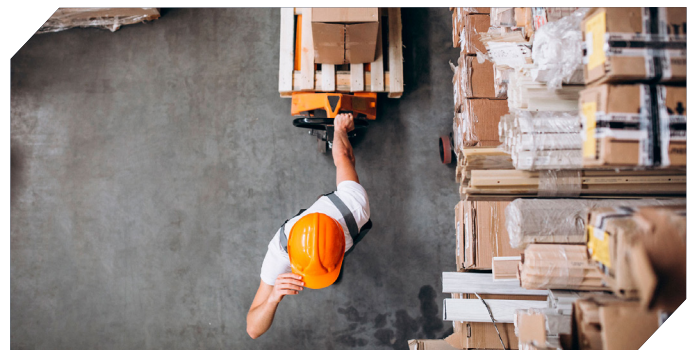
RETHINK CONNECTED

CLOUD   CONNECTIVITY   SECURITY

11:11 SYSTEMS

1111systems.com