

Cloud thinking drives Super Retail Group

Super Retail Group's cloud-first strategy has assisted them to grow from strength to strength despite one of the most challenging years in our history.

Customer story snapshot

Customer: Super Retail Group (SRG)
Industry: Retail

Overview

Not even bushfires, drought or a global pandemic could slow down the **Super Retail Group (SRG)** – a leader in auto, sport and outdoor leisure and apparel products with around 700 retail stores and more than 12,000 team members across the globe.

In part, SRG credit the one million new online customers they added throughout 2020 to forward-thinking and the technology foundations laid down before the challenging trading period began.

Building strong foundations

Rewind several years and the company recognised that their IT infrastructure was not elastic enough to support retail peaks and troughs and the existence of data siloes prevented effective use of analytics to drive business strategy.

The company recognised that customers are demanding more than ever before. They want more convenient ways of purchasing, easier and more engaging channels of support, with intelligent and targeted recommendations.

At that time, resources were tied up managing the infrastructure and there were concerns about security, data protection and how to manage growth in online retail.

First the company focused on stabilising their technology foundations, so they were not solely dealing with incident management. The next challenge was to then improve the customer experience and minimise cost and risk.

Bringing the strategy to life

Optus Enterprise had already been SRG's provider of choice for the previous eight years for their Voice, Data and Mobile services across 600 stores across Australia.

In early 2020, SRG and Optus entered into a new agreement and created a next generation software defined network over 700 sites across Australia and NZ, thus improving the foundational technologies at each store. Data is key to the retail sector and customer experience is a must – to this end, a robust, scalable network was created to provide for SRG's data thirst.

Optus also focused on providing a network that was cyber secure by design to assuage the cyber fears that most retailers have.

But SRG knew they needed partners to help them transform further and, after due diligence, Optus and Amazon Web Services (AWS) came together under the Singtel-led Special Collaboration Agreement (SCA) to spearhead SRG's journey to cloud.

**This is Enterprise.
This is Optus.**



Yes OPTUS

Optus and AWS in partnership executed a Migration Readiness & Planning service that delivered a valuable hygiene benefit by identifying shadow IT, cleaning our CMDB and calculating our TCO for going all-in on cloud. – Ben Seivl, GM Strategy & Architecture, SRG

As well as providing an AWS Cloud Detailed Business Case, the partnership delivered an AWS Well-Architected™ Solution, designed to solve many of SRG's business and technical issues and addressing the following areas:

- Operational excellence
- Security
- Cost optimisation
- Reliability
- Performance efficiency.

Optus also provided a suite of holistic cloud managed services to deliver ongoing maintenance and new value to SRG across compliance and governance, cost management and optimisation, and cyber security services to protect customer data.

Tangible outcomes – powered by cloud

Powered by cloud, SRG's IT team now actively supports the business strategy, using data and analytics to drive deeper insights and improve the customer experience.

Think back to the start of the year when the COVID-19 hit. Unlike those relying on legacy infrastructure, SRG were able to pivot swiftly to contact-free Click & Collect, becoming one of the first in Australia to deliver this service.

SRG was able to respond to unprecedented consumer demand during COVID-19, which saw LFL sales growth of 24% and online growth at 87%. We simply couldn't have done that with static data centre-based infrastructure. – Ben Seivl, GM Strategy & Architecture, SRG

Today, SRG benefits from a platform that:

- Supports peak demand with scalable infrastructure
- Enables effective use of analytics to drive better decision making
- Frees up internal resources to focus on creating value instead of commodity functions
- Optimises IT costs with improved utilisation and adoption of cloud native capability
- Is supported by an integrated service model that allows SRG to focus on their customers and not the technology.

Retail is radically transforming and – powered by cloud – SRG are at the realm ensuring they have the right platform to support and meet current, and future, customer needs and behaviours.



Find out more

To discuss how Optus can help you with Cloud solutions that deliver tangible business and operational outcomes, contact your Optus Account Manager or call Optus Enterprise on 1800 555 937.

To find out more, speak to your Optus Account Manager today.

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