TECHNOLOGY

Amazon Web Services (AWS)	Relational Database Service (RDS)
Elastic Compute Cloud (EC2)	Elastic Search
LAMBDA	DynamoDB
Redshift	Sagemaker

SMITH

"Cloud provides us the agility and flexibility to support our fast growing and ever-changing business"

- Phyllis Tsu, CIO

DISTRIBUTION & LOGISTICS

CHALLENGES

One of world's leading semi-conductor brokerage and distribution companies, Smith & Associates experienced numerous challenges when it attempted to respond to the market faster and establish a customer-vendor e-market. Smith needed more agility from its IT infrastructure to optimize its operations and stay ahead of its competitors:

- Establish an e-Commerce platform to enable its customers to send requirements and receive quotes in a self-service and automated manner.
- Automate the end-to-end fulfillment process to reduce time from order to delivery
- Expand its Artificial Intelligence and Machine Learning (AI/ML) capabilities to reduce guess work by global sales team and propose new leads and upsell/cross-product sales opportunities
- Enable its data science team to experiment and research on new models in trusted and secure environment – isolating work from the global user base.
- Reduce the capital investment in IT infrastructure, direct focus on innovation and business solutions

SOLUTIONS

- Implemented an eCommerce platform by leveraging AWS services encompassing EC2, Lambda and RDS services, as well as Elastic Search and MONGO DB (for unstructured data)
- Completed a new data warehouse with Redshift for sales and finance information that allows users to drill down to transaction level detail and resolve data integrity issues
- Delivered AI/ML forecast models using Sagemaker and DynamoDB.
- Ingested 35 years worth of historical data and the corresponding economic and industry data and rendered a comprehensive analytics dashboard that shows trends and hot leads in real time
- Utilized AWS' DevOps services to streamline app development process and accelerate project timeline, enhancing the quality of the delivered solutions

Guaranteed Up-Time and 24x7 dedicated infrastructure support for global business

Improved Analytics capabilities enabling business to move at the speed of the market

Self-Service capabilities empowering customers and vendors and reducing order fulfilling time

Enhanced Agility enabling data scientists to deliver game changing forecast models faster