

Driving E-commerce Growth with Google

The project was enhanced by NGC's support, which included setting up virtual machines on Google Cloud and developing a plan to leverage Kubernetes for efficient micro services management.

The challenge

In partnership with NGC, LC Waikiki successfully migrated its e-commerce platform to Google Cloud. This collaborative effort resulted in significant improvements to site performance and customer experience, leveraging the reliability and scalability of Google's infrastructure. NGC played a key role in converting applications to new VMs and enhancing security through local firewall services.

The solution

Leveraging Google Kubernetes Engine (GKE), LC Waikiki achieved remarkable scalability and cost optimization. With NGC's expert guidance, they efficiently managed GKE and implemented autoscaling to seamlessly handle a 4x surge in traffic during peak seasons, all while maintaining uninterrupted service.

The result

In a strategic partnership with NGC and Google Cloud, LC Waikiki has built a cutting-edge e-commerce platform designed to adapt to current needs and future expansion. By leveraging the diverse range of Compute Engine machine types, LC Waikiki gains unparalleled scalability and cost efficiency, setting a new standard for e-commerce innovation.

The support of NGC's experienced engineers was crucial to the success of this project and they also did a cost advantage study.' said LC Waikiki Project Manager. Also, Google Cloud allowed them to move quickly, ensure effective decision making in a new environment, control potential costs, and build long-term scalability." He added 'The NGC difference is immediate and high responsiveness.



About LC Waikiki

Tema Tekstil, which is connected to Taha Group and is the producer as well as licensor of LC Waikiki in Turkey, bought the worldwide rights of the LC Waikiki brand in 1997. Through Tema Holding and Tema Magazacilik, merged under LC Waikiki, we act inline with our vision of becoming one of Europe's three most successful clothing brands until 2023.

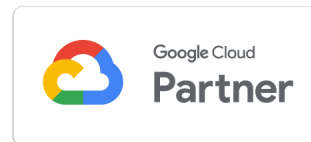
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Turkey



About NGC Bulut Bilişim Hizmetleri A.Ş.

NGC Google Cloud Premier Partner and we are a powerful user of all the solutions we offer to our customers. We are always with our customers.



Products

Google Cloud Platform