

# AWS Case Study

## LuluMall App



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## About Lulu Mall

Lulu International Shopping Mall is one of the largest shopping malls of India. The Group with its flagship retail chain of LULU hypermarkets and supermarkets has operations spread over 34 countries. The Group has successfully evolved through the supermarket and hypermarket transition to high profile shopping malls. Lulu Group has been ranked third in the prestigious “Forbes Top 100 companies” making an impact in the Arab world. Currently, in its 6th years of operations, Lulu Mall is the go-to destination in Kerala. In the past 5 years, Lulu Mall has been visited by 100 million people and has witnessed the entry of 1.5 million vehicles. Spanning 17 acres with a total retail space of 6.2 lakh square feet, LuLu Mall Kochi has over 225 outlets and has brought over 100 top brands to Kerala for the very first time.

With a strong online presence, a successfully run app-based loyalty programme, the mall has been able to provide an improved international shopping and entertainment experience along with an unparalleled service benchmark, winning the brand multiple global and national awards, including a Guinness World Record.

## The Challenge

The market for ecommerce and app-based e-shopping shows no signs of cringing in the near future.

Lulu was migrating from an existing platform running on a dedicated server to AWS. Their requirement was zero downtime irrespective of how many visitors there are. They were in need of a Support Partner to manage the traffic on their web app.

# Why choose Amazon Web Services with SupportSages

Lulu looked for a cloud-service provider that could deliver what it needed to meet its goals in Kochi, Kerala. It launched proofs of concept with several cloud-service providers, but wasn't satisfied with the performance of any of them. **SupportSages** which is a Select Partner of **Amazon Web Services (AWS)** had proposed its services as an answer. Using their experience, **SupportSages** successfully demonstrated that AWS offered the levels of security, availability, disaster recovery, and cost-effectiveness that Lulu Group needed.

The company constructed an AWS Cloud environment to support its services with the help of AWS services like EC2. **SupportSages** developed the architecture to maximize performance and resiliency against DDoS attacks. At the heart of the environment are Amazon Elastic Compute Cloud (Amazon EC2) nodes, which run an application that identifies users and enables them to sign in to their accounts. Amazon Route 53 provides the first line of defense against DDoS attacks by identifying anomalies in domain-name-service queries. To strengthen defenses, Amazon CloudFront is integrated with the AWS Web Application Firewall (AWS WAF) to detect and filter malicious web requests. Through this integration, can establish policies to block access and close down attempted connections from IP addresses that suggest a DDoS attack is starting.

## The Benefits

By working with AWS, Lulu Mall app has significantly improved its defenses against DDoS attacks at a much lower cost than working with other firewall-service providers.

Autoscaling using ELB for the web apps and RDS for the database.

The impact of Auto scaling using ELB for the web apps and RDS for the database was immediate. Lulu saw a significant rise in the availability of the services for customers even during the surges. In a survey they reported to have increased the availability of services for their web app by up to 100 percent with AWS services.

At times when there is high traffic **SupportSages** could handle visitors as high as 90,000 visitors at a time, without any delay and the client is happily signed up.

The company's migration to AWS is also reducing IT management expenses. They have reduced management time by at least 70 percent by using AWS.

The organization has also overcome limitations to scaling its IT for business growth. While some other competitors are struggling to handle their online traffic with on premise solutions, AWS services powered by **SupportSages** is driving expansion for Kochi's Lulu Mall.