Technical Case Study

Impulse Logic helps customers reduce labor costs by 40% with OCI

impulselogic

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Figure 1: Impulse Logic develops store optimization software fc improvement, and consumer electronics industries.

The gap between demand and supply in the retail industry con millions of dollars in lost sales annually. To address this probler optimization software, SLiQ, provides a predictive analytics ent

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inventory risk. The company originally deployed SLiQ at customers' sites in an on-premises model. Implementations could take as long as six months to complete. Because of the radical peaks and valleys in sales within retail, the firm maintained data center capacity to *serve* customers during the highest periods of demand, which threatened its pricing model.

Consequently, Impulse Logic migrated development to Amazon Web Services (AWS) and began to offer the precursor to what is now its SLiQ as a software-as-a-service (SaaS) solution. However, as the global pandemic exacerbated retailers' inventory distortion problems, company leaders recognized opportunities to expand the business beyond its primary market in the UK to other markets, especially the US and Middle East. New clients wanted to go live more rapidly, often in hundreds of locations simultaneously, so the Saas model was ideal.

However, when Amazon became a direct competitor in the food and grocery sectors, Impulse Logic decided to evaluate other cloud platform providers that would help it not only deploy SLiQ more rapidly across global regions, but also maintain an optimal pricing structure for its clients.

Goals for cloud migration

Impulse Logic was looking to modernize its SLiQ application from a monolithic application to a cloud native application to make the application more scalable and more resilient to large spikes in demand, which would accommodate Impulse Logic's expanding customer base. Each new onboarded customer typically has many retail stores, and the product must be ready to go live at all locations in a short amount of time. Impulse Logic needed to simplify and offload much of its infrastructure and database management by leveraging managed services. Overall, Impulse Logic wanted to help its customers with the following processes:

- Predict inventory targets with greater accuracy
- Reduce labor costs
- Lift projected profits

Why Impulse Logic chose Oracle

Impulse Logic's leadership evaluated IBM, Oracle Cloud Infrastr to remain on AWS. The assessment of IBM determined that DB capabilities were not ideal for Impulse Logic's solutions. Micros subsequently eliminated from consideration for scalability con1 that time. Ultimately, the company's leadership selected OCI be Impulse Logic's staff had a continuous history of using Oracle c premises and AWS Saas workloads. These experiences and the automated database maintenance capabilities in Oracle Autonl

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