



# Unleashing the cloud platform for modern retail

## Key points

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| 1 | New high-availability Oracle OCI Cloud architecture to host Maginus retail customers |
| 2 | Customer onboarding time reduced by 50%  |
| 3 | Cloud-first approach enables Maginus to focus more resources on growing its business |

Cintra partners with Maginus to architect, provision and support the cloud platform for its next-generation retail offering, unleashing faster time-to-market, reduced costs and more focus on growing the business for the ecommerce pioneer.



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Simon Dunleavy,  
Director of Cloud, Maginus



Maginus is a major, long-established player in UK retail technology, providing end-to-end solutions for B2B and online commerce. Customers of its various applications include Nisbets, Habitat and Laltex.

As regular news headlines demonstrate, retail is an exceptionally competitive market. To remain at the forefront, Maginus needed to accelerate its own sales and software implementation cycles, to better support its customers through faster installations and increased innovation.

One of its key applications, Maginus OMS, sits at the heart of its clients' ecommerce operations, and has traditionally been offered as an on-premises installation, or run from Maginus's private cloud. While these approaches met its customers' data-sovereignty requirements, they were leading to a number of challenges that were limiting Maginus's ability to innovate and slowing its growth:

- Onboarding new customers took much longer than Maginus wanted, which was leading to long times-to-value for customers and missed

business opportunities, because its presales and project teams had limited capacity

- Releasing new products and features also took too long, partly because Maginus had limited infrastructure for development and testing. This meant it couldn't innovate or be as quick to market as it wanted
- A significant amount of its highly skilled technical teams' time was being spent 'keeping the lights on' for existing customers, leaving little time and budget for innovation
- The ever-moving landscape of cyberthreats was placing increasing strain on Maginus's service teams, who were responsible for keeping its customers' platforms secure

### Choosing the cloud

With OMS built on Oracle databases, Maginus was working with Oracle optimization architects Cintra to assess its options, including the public cloud.

Chris Eldridge-Hinners, ISV Practice Lead at Cintra, explains: "Hosting the Maginus OMS application in the public cloud would address all the challenges the business was facing. The readily available infrastructure would provide

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a platform for rapid innovation and the ability to onboard customers more quickly. It would also take away many of the maintenance and security overheads from Maginus, and replace the capital expenditure model with an operational expenditure one.”

Making cloud a viable option was the launch of Oracle’s next-generation OCI Cloud region in the UK. With many of its customers required to keep their data on UK soil, this new facility represented a game-changer for Maginus.

### Architecting the cloud platform

With the building blocks available, Cintra created a set of repeatable cloud architecture designs to underpin Maginus OMS. Having proven architecture designs would mean Maginus could quickly and assuredly deploy the necessary platform for each of its customers’ OMS systems, rather than architecting and testing each one from scratch.

This was essential if the Oracle OCI Cloud approach was to enable the reduced costs and faster time-to-market that Maginus and its customers wanted.

### Assuring high-availability, backed by SLA

Because of the need to provide exceptionally high levels of availability – downtime for Maginus customers means lost revenue – Cintra architected a resilient platform with built-in redundancy. To provide further assurance around availability, Cintra proposed that its global managed services teams

look after the cloud platform for each customer, and provide Maginus an availability service level agreement (SLA). This meant Maginus could, in turn, confidently offer its retail clients the high SLAs they expect.

With the designs complete, Cintra and Maginus tested them rigorously to ensure they would enable the resilience and scalability required by large retailers with seasonal peaks.

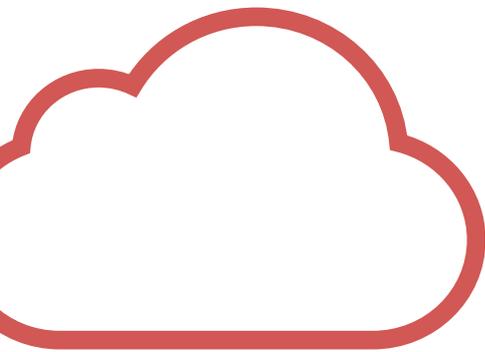
### Faster customer onboarding

Maginus’s new cloud-first approach, supported by Cintra, has delivered instant results. First and foremost, customer onboarding time has been cut by 50%. And the ability to do rapid customer proofs of concept and quickly deploy minimum viable platforms means Maginus’s customers can get innovations to market significantly more quickly.

Costs are also lower, with data center expenditure forecast to fall within months, as Maginus begins its phased programme to move customers away from its private cloud and into the Oracle OCI Cloud.

# 50%

Reduction in customer onboarding time



# 25%

Reduction in risks



### More focus on innovation and growth

The switch to the cloud has also freed up resources within Maginus to focus on innovation and growth.

Simon Dunleavy, Director of Cloud at Maginus, further explains the impact the new approach has had: "Using the cloud platform is enabling a real step-change in the way we do business. It's transformed our operational efficiency, meaning our teams across the business can work faster and smarter.

"For example, we can now respond to and capitalize on opportunities much more quickly, where this would previously have been slower or even impossible. And this makes us a more attractive ecommerce partner for our customers.

Dunleavy continues: "To give an idea of how transformative the cloud has been in terms of time-to-market, we transitioned our own website to the cloud in just three days. In the old world, it would have taken well over a month to procure the infrastructure, wait for it to arrive, configure it and then migrate."

### Sustainably growing the business

He adds: "Risks are down by around 25%, thanks to the Cintra-architected cloud platform and their proactive management of it. This means we have more resources available to grow the organization to where we want it to be. It's why we're forecasting we'll be able to expand the business quite significantly, without subsequent matching costs."

He concludes by reflecting on the role Cintra played in Maginus's cloud transformation: "Cintra has been instrumental in transforming our business into the cloud-first organization we need to be. Their people became an extension of our own team and have guided us at every stage, including helping find an innovative financial model to fund the early cloud architecture work.

"The architecture designs and availability SLA gave us the confidence to make the switch to the Oracle Cloud.

"And having done so, we can now really focus on our core strength, which is providing world-class commerce solutions for our customers."

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To find out more about Cintra and how we can help you:



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