



Case study

Thule Group»

The company

Thule Group, founded in Sweden in 1942, manufactures transport systems for people on the go. True to its motto, “Active Life, Simplified,” Thule allows active families and outdoor enthusiasts to simplify their lives while they’re on the road so they can focus on what really matters: having fun.

About Adestis:

Do you face the challenge of managing large quantities of data on the Internet? We offer comprehensive services ranging from compilation to operation of your custom-managed hosting and cloud solutions.



How a digital platform was future-proofed

The problem

Over time, Thule Group had acquired a whole collection of other companies and brands and then had to deal with a jumble of Websites and local networks. At some point this no longer made sense from a financial, organizational, or technical viewpoint – not to mention in terms of the company’s brand name – and something had to be done.

The task

All the digital channels from all over the world had to be combined into an easy-to-manage “one-brand platform” featuring a strong brand identity.

The process

From the outset, the customer had very specific ideas about branding that it had developed with outside consultants, and they were implemented according to the briefing. However, one struck us when operating the platform: Even even though it was working, it wasn’t protected from unpredictable user behavior. Therefore, it wouldn’t be able to cope with the constantly changing requirements of the Internet. This had the potential to cause serious problems for the operation of the company’s Website – a disaster for a customer whose most important sales tool is the Internet.

On our initiative, we worked with the customer to develop a variant that was robust in all respects and could continue to grow. We offered it as a supported package featuring a high level of availability, scaling in every direction, impeccable performance, infrastructure monitoring, and advice for programmers.

The details

After in-depth consulting, we converted the existing system into a scale-out platform while operations continued. The advantage of a scale-out platform is that it can be upscaled at any time: for example, in response to increased performance requirements resulting from marketing campaigns. Maintenance can be performed at any time, too, without disrupting live operations.

Great care was taken to ensure that the technical operation

of the platform will always be faultless. For example, a CDN (content delivery network) allows for very short page loading times, ensuring that scripts, images, and videos are quickly available at all times – all over the world.

Using our ADESTIS Cloud, the customer's environment has been distributed across a variety of certified computer centers to ensure maximum security and performance.

The potential for what's known as a single point of failure has also been excluded.

All planned measures first underwent evaluation tests, and this is ongoing. It involved dividing the platform into test, stage, and productive environments, which permits functional and performance testing of new releases without disrupting the productive environment.

Feedback from the customer

"It's always challenging for a company to stay at the head of the pack in this business. We sell products that are very attractive but also very expensive, which makes our digital platform very important for our sales figures and our success. We need a stable communication system, and for that we need stable hosting. The most important task for ADESTIS is to ensure our business continuity.

Some people raise their eyebrows when they hear that a large international company like Thule has entrusted our most important project to a small company from Germany. But we have full confidence in ADESTIS – in fact, we love ADESTIS! They have a great work ethic combined with an incredibly large and solid knowledge base. and they're very proactive.

The truly astonishing thing is their speed at doing absolutely everything. When we have a problem, they respond almost immediately. We can call them any time of night and the problem is usually solved within the hour. They're able to perform real miracles in a short time and have really saved us in several situations."

Tobias Bergström, Director Digital Media, Thule Group

Benefits for the customer

Thanks to a "managed" overall solution – meaning complete support from us – the customer can relax and focus on its own work, with no need to select and then coordinate different programmers for different assignments. As the technical link to developers at the site, we can assess whether the implementation is really appropriate for the customer. By providing support to customers over a longer time period, we often

unite the exclusive knowledge of several employees, including some who've moved on. This not infrequently makes us the only constant for a company, and that's already proven very helpful in many situations. And of course smooth access to all relevant information about the customer and its products creates a high level of confidence among consumers.

Outcome

We always aspire to keep our customers fully informed about all state-of-the-art technical capabilities so we can ensure the maximum level of security for them. This is a continuous process that's highly esteemed by Thule Group – which is why we have been closely involved in project planning from the outset. We have full freedom to speak our mind in many areas,

because the customer knows that all of our suggestions will be worthwhile. That leaves us free to do what we do best: Make complex matters as simple as possible so we can be as helpful as possible to our customers.

“I’ve been sleeping much better at night since we’ve been working with ADESTIS.”

Tobias Bergström, Director Digital Media, Thule Group