

Synergy Logistics is a global leader in delivering cloud-based warehouse management solutions via their in-house developed application, Snapfulfil.

Recognising the increasing importance of e-commerce, Synergy Logistics sought a relationship with a cloud provider who could help them exceed their customers' requirements in a rapidly evolving industry.

business profile

Synergy Logistics is a software house which specialises in warehouse management technologies and solutions. For more than 40 years, their systems have been powering the warehousing operations of some of the world's most successful companies. Synergy was one of the first companies to recognise the potential of cloud technology as a platform for a best in breed warehouse management system. In 2007, they designed and released Snapfulfil, an end-to-end warehouse management application which is now used in warehouses throughout Europe and America.

recognising the opportunity

Anish Mackan, Technical Manager for Snapfulfil recalls why they jumped on the cloud opportunity very quickly. Online commerce meant their customers were experiencing a huge rise in the number of daily transactions and cloud infrastructure held the promise of providing the agility and flexibility needed to manage new logistics demands of next or same day delivery.

"We launched our SaaS offering back in 2007 and we were one of the first to do SaaS logistics," Mackan said. "We needed a provider that was cloud-savvy and could help us adapt to changing warehousing requirements – we didn't just want cloud infrastructure."

After evaluating the security, availability, reliability and service levels of the iland cloud, a relationship was established that has proven to be a strategic differentiator for the Snapfulfil application. Ranging from retail to manufacturers to third party logistics providers, Snapfulfil's customers are benefiting from the on-demand flexibility, security and cost-effectiveness of the iland cloud.



profile

- ▶ SIZE: Enterprise
- ▶ INDUSTRY: SaaS
- ▶ SOLUTION: Secure Cloud Hosting
- ▶ HEAD OFFICE: UK: Loughborough
US: Charleston, South Carolina

challenges

- ▶ Need to support highly transactional businesses
- ▶ Cost-effective SaaS solution required
- ▶ On-premise levels of security and availability required

benefits

- ▶ 100% availability SLA ensures performance
- ▶ Flexible pricing and on-demand forecasting reduces cost
- ▶ A relationship with a cloud provider that is a strategic differentiator



an enterprise class cloud

Snapfulfil customers are highly transactional – operating warehouses that can pump out in the region of 50,000 orders a day. During peak periods, Snapfulfil can handle north of 200,000 transactions per day and, when it comes to getting products and services in the hands of consumers on time, there's no room for excuses.

Mackan explains, 'We needed an on-premise solution in the cloud – the same levels of performance, security and availability – we didn't want our customers to have to make any tradeoffs for the SaaS solution.'

The iland SLA which guarantees 100% availability levels was the peace of mind that Snapfulfil was looking for. That uptime, combined with the advanced security of the iland platform including data sovereignty across the iland data centers and ISO 27001 certification, helps Snapfulfil to meet the needs of customers in highly regulated industries such as pharmaceutical. Additionally, with locations in the US, UK and Singapore, iland matched the global nature of the Synergy business.

balancing performance and cost

While cloud availability and performance are critical to Snapfulfil, they are like any other IT team with limited IT budgets who need to balance these requirements against cost. The dynamic nature of the iland cloud platform and flexible resource-based pricing structure enables Snapfulfil to expand their cloud resources as their customer needs grow – without having to over invest in cloud capacity that could remain unused.

"We can adapt the iland resources up and down as we need to and forecast two hours in advance instead of weeks or months," Mackan said. This means we avoid paying for over allocated resources and can deliver a cost-effective SaaS solution to our customers."

visibility and control

Like many SaaS providers, Snapfulfil initially had concerns about relying on someone else's IT infrastructure. The iland Secure Cloud console, however, has helped to overcome that concern. The IT team uses it for day to day admin of the environment and the reporting capabilities of the console are used to identify peaks and troughs in resource usage, relating that back to market trends to drive strategic decision making.

"The iland cloud console gives us that feeling of having an on-premise solution in the cloud – we have the visibility and power to control our own destiny." says Mackan.

a true partnership

Mackan says that a lot of the success of Snapfulfil is down to the working relationship between iland and his team. "The iland CTO architected our solution and I can call the iland CEO whenever I need to. That support is invaluable." Mackan says. Snapfulfil has more time to focus on innovation and differentiation and not IT infrastructure – sounds like a big win for a SaaS provider and we're happy to be part of that.

"More than a cloud provider, iland is a strategic partner who helps us innovate to satisfy our customers' complex needs in the rapidly evolving logistics industry."

- Tony Dobson, CEO

"There weren't any other vendors out there that were giving us an assurance of enterprise class cloud – the availability, flexibility, security and the service to back it up - iland stood out."

- Anish Mackan, Technical Manager

about iland

With data centers in the U.S., U.K. and Singapore, iland delivers the only enterprise cloud solutions in the market today with true innovation, transparency, intelligent management and advanced security built in. From scaling production workloads, to supporting testing and development, to disaster recovery, iland's secure cloud and decades of experience translate into unmatched service.

iland has been recognized as Veeam's Service Provider of the Year and Zerto's Cloud Service Provider Partner of the Year, as well as VMware's Service Provider Partner of the Year, Global and Americas. iland is also part of the Cisco Cloud Managed Service Provider Program for IaaS and DRaaS and partners with other industry leaders including Trend Micro, Hytrust and Nimble Storage.