**Amazon Case Study ALDO Group:**

ALDO uses AWS AppSync to improve the Shopping Experience of Footwear Customers. ALDO group is a Canadian retailer that owns and operates a global chain of footwear and accessory stores. The company currently has 3000 stores in more than 100 countries. There are more than 50,000 footwear customers walk into ALDO Stores all over the North America and in UK every day. When ever a customer is interested to try on a specific shoe model or size, the associate uses a mobile app to send a request to the person who is in the inventory to get the size as per customers demand and, if the shoe is out of stock that mobile application recommends alternatives for the customer.. The employee in the store also receives the request on a mobile phone, views an updated stock list, and retrieves the specific shoe before bringing it to the customer usually in under a minute.

That mobile App’s API and database scrutinize the technologies and system outages sometimes the outcome in that application might be frustrated to the customers. For instance, a customer is requesting for a shoe and then the application freezes because of one of the API’s was not responding. “Time is so valuable for consumers today. If they choose to give their time to us, we need to make sure we deliver the best possible experience. We can do that using AWS.” - Kapies Vallipuram Director of Software Development, ALDO Group.

Benefits of AWS:

* Eliminates application outages to create a better in-store experience for shoppers.
* Develops and deploys new applications in 3 months instead of 6-12 months.
* Integrates real-time data capabilities into mobile application.

References:

1. <https://aws.amazon.com/solutions/case-studies/aldo-group-case-study/?did=cr_card&trk=cr_card>
2. <https://aws.amazon.com/appsync/>