Traditional datacentre to hybrid cloud infrastructure.

Global Blue was the first company to introduce the concept of tax-free shopping 40 years ago. It has become the top strategic technology and payments partner, enabling merchants to capitalise on the expansion of international buyers, thanks to continuous innovation. Global Blue provides merchants all over the world with tax-free shopping solutions, as well as smart data and business intelligence, marketing solutions and sales technology, and added value payment solutions. Global Blue completed 35 million Tax Free Shopping transactions worth €18.5 billion in store sales and 31 million Added-Value Payment Solutions transactions worth €4.4 billion in the fiscal year ending March 31, 2019. Global Blue headquartered in Nyon, Switzerland and has over 2,000 employees in 52 countries. (Globalblue.com)

With the exception of a few cloud-based applications and services, most of the technology is in-house and provided through company-managed and maintained infrastructure. It may have worked well in the past, but evolving demands necessitate a more modern approach to providing services and granting access to resources in a more efficient, effective, and cost-effective manner while retaining control and security.

Global Blue is being forced to take unprecedented actions and reconsider its tactics, notably its technological initiatives, as a result of the pandemic's effects and other upheavals such as Brexit. Global Blue's IT infrastructure and technological team are concentrated in one country, despite the fact that it works in 52 nations. This existing architecture has made it difficult for the company to adapt to rapidly changing conditions and has prevented it from taking advantage of the latest technological developments.

A hybrid cloud-based infrastructure would better serve the changing working environment, the requirement for remote access to applications and resources at all levels, and the requirement for rapid modifications to adapt to new and demanding circumstances than the old local datacentre.

A hybrid cloud is a cloud computing system in which an enterprise manages and delivers some resources internally while outsourcing others. For example, an enterprise may employ a public cloud service for archived data and non-business critical applications, data and services while keeping sensitive and operational client data in private cloud. In an ideal world, a hybrid strategy allows a company to benefit from the scalability and cost-effectiveness of a public cloud computing environment without jeopardising mission-critical programmes and data. (Pankaj A et al. 2012)

Cloud-based software and infrastructure are becoming more popular. This is more adaptable and less expensive than setting up your own infrastructure. However, the cloud is clearly fraught with danger and things like performance, reliability, and security should be carefully addressed before relying on cloud-based services. When employing a cloud service, it's also worth remembering that the firm is not locked in by the service provider, as different service provider's architectures differ, making switching to another service provider or a private cloud difficult.

Software-defined datacentre (SDDC) also could be considered in order to further enhance the control and security aspects as this gives far more capabilities in controlling risk and at the same time allowing more flexibility and scalability of a private cloud.

Finally, because talent pools are not concentrated in a single city or county, it is advantageous for Global Blue to diversify its workforce. Having a cloud-based infrastructure will enable the company to not only serve its employees wherever they are, but also to adapt and grow to changing environments much more quickly.

References:

www.Globalblue.com

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