

adidas

How Giant Swarm enabled adidas to revolutionize the retail industry and score billion-euro growth.



Are you on track to achieve giant online growth?

To succeed in a fast-paced environment, retailers need to secure healthy growth in online revenue, which depends on increasing developer productivity and reducing teams' cognitive load so that they can channel their efforts into delivering value to the business.

Giant Swarm partners with platform teams at retailers such as adidas to deliver a powerful and reliable cloud native platform for development teams to run their applications. The unique delivery approach helps companies provide such a platform faster, better and cheaper than any other way. By utilizing Giant Swarm, platform teams can abstract

complexities away from developers, avoid risks and focus on providing greater value to the organization.

If you want to empower your teams to make the right decisions and give them freedom, autonomy and flexibility to align their focus to your business goals, we can help. adidas partnered with Giant Swarm for game-changing transformations in online retail, thanks to a smarter way of doing platform engineering.

Now it's your turn!

Giant Swarm helped adidas with 3 key achievements.



Moving fast

Cloud native development and platform engineering empower companies to achieve their desired speed. However, the complexity presents challenges that can cripple your pace. A trusted and experienced partner, that acts as an extension of your platform team, is needed. In **only 5 years**, adidas achieved 100x growth in online retail, going from €40 million to €4 billion by building a revolutionary e-commerce platform. From only once every **4 to 6 weeks**, releases are now happening **3 to 4 times** daily.



Converting customers

The bottom line on the bottom line: the faster the pace, the more likely customers are to complete their sale. adidas cut their **load time by 50%** to unlock millions of e-commerce transactions **in 48 hours**. adidas achieved outstanding performance and reliability to be able to take advantage of opportunities and mitigate challenges.



Adapting to changes

adidas' move to cloud-native technologies and specifically Kubernetes started in late 2015. Due to rapid innovation cycles, a robust growth trajectory, and an all-important competitive edge, the adidas team needed to embrace the power of teamwork, just as sports teams do on the sports field. adidas found like-minded partners, teammates, and collaborators in Giant Swarm – and so, we've been working together since 2017, aligning with their platform and developer teams on goals and priorities, and helping them win the retail race season after season.



Why Companies Like Yours Choose Giant Swarm



By partnering with Giant Swarm, you get instant access to platform engineering that enables your teams to have autonomy and enjoy flexibility, while having time and energy to prioritize things that deliver value to the business.

Technology

Open-source

Utilizes open-source technologies for rapid evolution and no vendor lock-in.

Multi-cloud

Unlocks the benefits of full portability across public and private clouds.

Upgrades and security fixes

Commits to constant upgrades, tests, and deployments for all customers.

Automation

Empowered by a high degree of automation with full integration into CI/CD.

Operations

Fully managed 24x7

Around-the-clock operations and support, including monitoring, fixing, and preventive maintenance.

Agile management

The continuous evolution of the setup tailored to the project requirements.

Manual root-cause analysis

Issue resolution for 99.95% SLA. Identified once, fixed for everyone.

Enhanced security

Fast and frequent upgrades for high security and availability.

Our solution combines **technology**, **operations** and **streamlined support**, helping you increase the **velocity**, **scalability**, **resilience**, and **agility** of your business. Here's how you can start your journey with us.

Discovery call

Let's uncover the challenges you're facing as well as the key opportunities you'll unlock by opting for a smarter approach to platform engineering that empowers your teams and enables the healthy growth of your business.

Cloud Native Capability Assessment

Ready to embark on an easier, cheaper and faster journey to success through smarter platform engineering? Book a free 30-minute walk-through with one of our experts to tailor your assessment to your unique situation.