

Kirkland's heads to the cloud to increase the scalability of their eCommerce site!

About Kirkland's

From gift shop to now home décor leader, **Kirkland's Inc.** was founded in 1966 and is a specialty retailer of home décor in the United States. Currently, they operate 434 stores in 37 states as well as an e-Commerce enabled website, www.kirklands.com. The company's stores present a broad selection of distinctive merchandise, including framed art, mirrors, candles, lamps, picture frames, accent rugs, garden accessories and more that produced over \$600 million in net sales.

The retailer's e-commerce website, kirklands.com, hosts more than 12,000 products that are available for online purchases. Kirkland's is achieving sales growth by expanding collections that address more of their shoppers' needs and expanding marketing channels to touch more of their core customer base and pull in Millennial shoppers. They have built a solid omni-channel platform to address the large, dynamic market for home décor retailing.


What does Kirkland's do when Oracle tells them they no longer offer managed hosting of their eCommerce platform? They call CloudHesive and have them help migrate it to AWS and wrap it with security controls.

CloudHesive is recognized as an Amazon Web Services partner with a focus on eCommerce solutions deployed on Amazon Web Services. They provide end to end solutions to deploy and manage custom or WordPress, Magento and Oracle (Micros) based eCommerce platforms on to Amazon Web Services. CloudHesive also has curated partner relationships to deploy the mission critical security controls on top of your eCommerce environment to give you the protection required by your credit card processors.

The Challenge

The traditional enterprise data center is heading for the history books, overtaken by cloud computing, the internet of things and new requirements to get applications closer to the customer using them. In fact, Garter Research expects 80 percent of enterprises will have shut down their traditional data centers by 2025, that's up from 10 percent today. This is similar to what happened when Oracle announced that they would be shutting down one of the legacy datacenters used to host Oracle Commerce Platform customers, including Kirkland's. And given the tight deadline, the criticality of the platform and its legacy nature, as well as the lack of comprehensive documentation, it created the perfect storm for this home décor leader.

In this case, Kirkland's had already selected the Amazon Web Services cloud to gain scalability and flexibility around their platform, but still needed help on the migration and management of it. Without Oracle's managed hosting, they needed an AWS partner that would not only help them migrate to the cloud but a partner that could



deploy the right security controls to protect their eCommerce environment. Kirkland's also needed support with continuous code deployment in order to keep up with their ever-changing industry demands. The application had a number of external dependencies as well, requiring tight integration with third parties, Kirkland's datacenter, and retail infrastructure.

Solution

As Kirkland's searched for a new partner, they were quickly introduced to CloudHesive, an AWS Advanced Consulting Partner to start their journey. Kirkland's essentially contacted CloudHesive to help them migrate their environment out of the Oracle datacenter and into Amazon Web Services. This project included migrating environments that supported development, quality assurance, staging, and production. Deployment architectures vary significantly, but this is a common 4-tier architecture used to provide back immediate fallback in case of problems with production. This language is particularly suited for programs that run on an end user's device like Kirkland's website

To get started with the migration, CloudHesive did an initial assessment of the environment and a well architected review to ensure the new landing zone and security controls were in place. The CloudHesive team worked hand in hand with Oracle's professional services team throughout the entire system's configurations project to determine the best strategy for migrating Kirkland's out of the facility. Once they both solidified this strategy, CloudHesive migrated the Kirkland's infrastructure and data in less than 90 days to an AWS solution in order to meet these tight deadlines. Within this timeframe, CloudHesive designed and migrated a multiple AZ, congruent to RDS, to host the Microsoft SQL based databases for high availability and redundancy. In addition to the migration, CloudHesive placed the environment under management with deploying and monitoring the key security controls.

Technologies Leveraged

AWS: VPC, EC2, EBS, S3, AWS WAF, CloudFormation, ALB, CloudWatch

Third party applications or solutions used

Trend Micro, Datadog, Sumologic, Alert Logic

Benefits

The benefits from this project for Kirkland's were numerous. Because CloudHesive was able to successfully migrate Kirkland's out of the Oracle eCommerce facility, Kirkland's was saved from potential loss in business and downtime of their eCommerce environment. CloudHesive also placed the environment in a much more robust architecture, increased the security controls of the environment, and positioned the environment under management by the CloudHesive Managed Services team. The Kirkland's team has been very appreciative of the white glove service they received and continue to rely on CloudHesive through critical sales events.

