CUSTOMER: HSE24

tecRacer creates high-performance and flexible infrastructure

The international company HSE24 is known as an innovation driver for modern home shopping (pioneering work in selling by storytelling). It is present on all relevant channels and platforms - on TV, online, mobile and social media. Due to HSE24's expansion into neighbouring European countries such as Austria and Switzerland and a further commitment in Russia, the grown application landscape reached its limits. tecRacer consultants worked closely with the internal architecture team to jointly develop a solution and create a new high-performance and flexible environment. It can be operated by HSE24 development teams themselves with minimal operational effort.

Monolith gives way to micro-services

The application landscape in e-commerce had grown monolithically over the years, and the existing infrastructure was not flexible enough for the upcoming changes. HSE24 needed micro-services that communicated with each other and a migration to the cloud. The applications should be portable through containerisation, and the entire setup should be able to be rolled out automatically to other geographical regions if required. Based on experience in other projects, AWS was the preferred

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choice. tecRacer built a new infrastructure with a standardised application landscape together with HSE24. The infrastructure to run the new containerised applications was realised with Amazon Elastic Container Service (Amazon ECS) and Fargate behind an application load balancer. Amazon ECS is a highly scalable, compelling container orchestration service. New applications and version changes can now be installed and adapted within a concise time.

Multi-account strategy with automated setup

tecRacer implemented a multi-account strategy with the internal product teams: Each team was responsible for a part of the application, for example, the check-out, received logically partitioned accounts. The setup of AWS accounts can be reproduced and versioned at any time. This means it can be cloned in another AWS region if necessary. This is possible by setting up DevOps accounts for each environment: development, staging and production. The integration of AWS services completely fulfils HSE24's high security and compliance requirements. HSE24 keeps central components such as the ERP system in its data center. For the secure connection from the HSE24 data center to the new platform in the AWS Cloud, a dedicated private line was created using AWS Direct Connect.

Toolbox Container empowers developers and eliminates manual errors

To speed up the development of applications, tecRacer provided the HSE24 development teams with a toolbox to roll out Docker containers in a standardised way. The teams have a complete development environment without installing it on their machines. The implementation of the toolbox helps enormously to improve productivity. The DevOps skills as well as the mindset, have been established within the product teams. Now developers can work together on improvements and share them with other teams. In addition, the toolbox allows a strict limitation of AWS access rights and the necessary configuration during deployments. Manual errors are thus excluded.

Contact at the customer:

Holger Stary, Vice President Systems of Engagement, Home Shopping Europe GmbH, Munich

„When we were looking for a technology integrator to actively support HSE24 in creating the new infrastructure platform, tecRacer convinced us as an AWS Premier Partner from the very beginning."

HSE24 has been an expert in Selling by Storytelling since 1995. The home shopping pioneer has created a largely exclusive shopping world of now 22,000 lifestyle products, which can be conveniently accessed via TV, telephone, via the Internet and social media, via tablet, smart TV or even via live stream shopping. Real personalities advise at eye level and inspire their fans on the web as well as on the three TV channels HSE24, HSE24 Extra, HSE24 Trend. The focus is on personal service tailored to the customer. Around 900 employees at HSE24 ensure an exceptionally customer-friendly shopping experience. In addition, there are 2,400 external jobs with logistics and call centre partners.

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Project goals
- Flexible e-commerce applications for expansion
- Micro-services that communicate with each other
- Migration to the AWS Cloud
- Portability of applications through containerisation
- Possibility of automated setup in further regions
- Adherence to the high security and compliance requirements of HSE24

Project duration
November 2018 to March 2019

Project performance tecRacer
- Creation of the new infrastructure platform
- Operating the new platform according to the NoOps approach with marginal or obsolete operating expenses
- Strictly shared account landscape (multi-account strategy)
- Reproducible and versionable setup of AWS accounts at any time

Integration of the following AWS services
- Private networks with AWS VPC and VPC endpoints in the AWS region „eu-central-1" (Frankfurt)
- AWS IAM roles for cross account access
- AWS Config and Compliance rules
- Encryption and key management through AWS Key Management Service (KMS)
- Certificate management through AWS Certificate Manager
- Firewalling through AWS Security Groups
- DNS with AWS Route 53-hosted Zones
- Monitoring with AWS Cloud Watch Alerting

About tecRacer
tecRacer, headquartered in Hanover and with locations in Duisburg, Frankfurt, Hamburg, Mannheim, Munich, Vienna, Lucerne, Geneva and Lisbon, offers Amazon Web Services Consulting (AWS) & Training Services from a single source - seamlessly integrated, across the entire cloud lifecycle - from strategy to implementation to operation.

The strategy also remains the clear focus on Amazon Web Services. Here, according to an independent study by Crisp Research, tecRacer is probably the most competent and important partner in Germany. And the focus on AWS proves tecRacer right: As part of the AWS Partner Summit 2021, tecRacer received the „AWS Consulting Partner of the Year" award. The owner-managed company, which was awarded as a Top Employer for medium-sized companies, now employs more than 150 permanent staff, has trained more than 12,000 participants in AWS and has already successfully implemented more than 250 AWS Consulting projects.

For more information, visit www.tecracer.com. Or contact us at aws-sales@tecracer.com