

Success Story: Gabor Shoes AG



GABOR

Gabor Shoes AG is an internationally active, traditional German company that has been one of Europe's largest shoe manufacturers for decades. The Gabor brand is today one of Germany's best-known shoe brands, successful both domestically and internationally. Since 2018, Gabor shoes have been sold directly to consumers via an online shop.

Project Challenge

Gabor Shoes AG decided to migrate its online shop www.gabor.de from an on-Premise-premise single server to the AWS Cloud. The goal was to leverage the benefits of AWS cloud hosting: better resource utilization, improved performance, higher availability, and greater resilience for the online shop. The online shop runs on the open-source digital e-commerce platform Pimcore. The key challenge was to migrate the Pimcore workloads in containerized form to AWS without disrupting ongoing shop operations.

Solution

The migration of the online shop from a single server was carried out using a “Refactoring/Re-architecting” migration in Amazon Web Services, leveraging AWS cloud-native services. The migration was split into two phases. In the first phase, a PoC (Proof of of Concept) was completed, demonstrating how Pimcore can be run in containerized form on AWS.

In the second phase, the production system was migrated to AWS based on the insights gained from the PoC. E-commerce services benefit significantly from the infrastructure’s scalability and the pay-as-you-go billing model. Shoppers exhibit different usage patterns depending on the season and time of day — at night, significantly fewer resources are needed. Thanks to cloud services, both resource consumption and costs can be reduced substantially.

Customer Contact:

Thorsten Bähre, Leiter E-Commerce

"The tecRacer team demonstrated outstanding expertise in e-commerce and AWS throughout our project. We are absolutely satisfied with the collaboration — it was highly professional, efficient, and transparent. We can now run our online shop efficiently, with excellent performance and high availability."

Services Delivered by tecRacer Austria GmbH (formerly KaWa commerce):

- AWS Cloud Migration

Technologies Used:

- Amazon CloudWatch
- Amazon EC2
- Amazon Elastic Container Registry (ECR)
- Amazon Elastic Container Service (ECS)
- Amazon Elastic File System (EFS)
- Amazon ElastiCache
- Amazon OpenSearch Service
- Amazon Relational Database Service (RDS)
- Amazon Simple Email Service (SES)
- Amazon Simple Notification Service (SNS)
- Amazon Simple Queue Service (SQS)
- Elastic Load Balancing
- AWS Auto Scaling
- AWS Backup
- AWS Certificate Manager
- AWS CloudFormation
- AWS CloudTrail
- AWS CodeBuild
- AWS CodeCommit
- AWS CodeDeploy
- AWS CodePipeline
- AWS Cost Explorer
- AWS Elastic Beanstalk
- AWS Fargate
- AWS Identity and Access Management
- AWS Key Management Service (KMS)
- AWS Organizations
- AWS Secrets Manager
- AWS Serverless Application Model (SAM)
- AWS WAF

About tecRacer

tecRacer is on its way to becoming Europe's leading AWS Thought Leader. Working closely with AWS, tecRacer helps organizations leverage cloud innovation, generative AI, and digital sovereignty as competitive advantages — without compromising on security or regulatory responsibility.

Founded in 2006, the company employs around 120 people across Germany, Austria, and Switzerland. As an AWS Premier Tier Services Partner and Advanced Tier Training Partner, tecRacer guides organizations from their first cloud idea through to 24/7 operation of their cloud environments.

Learn more about our team, our values, and what drives us at www.tecracer.com or get in touch at sales@tecracer.com.

