

# Neiman Marcus

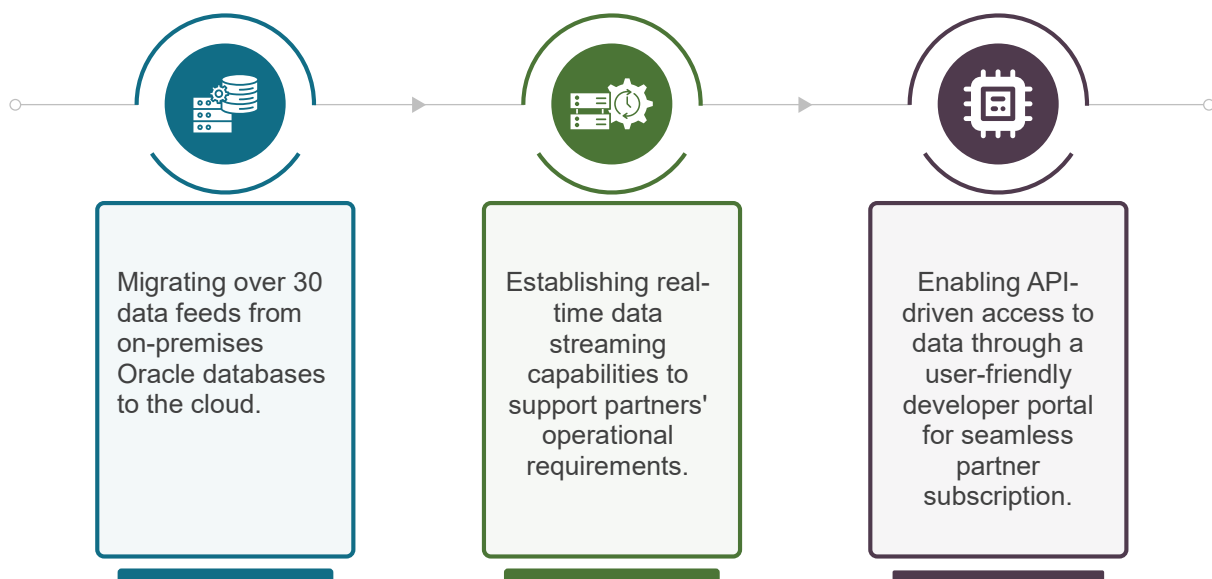


Neiman Marcus, a luxury retailer headquartered in Dallas, Texas, has been a symbol of timeless elegance since 1907. Renowned for its curated selection of high-end fashion, beauty, and lifestyle products, Neiman Marcus provides a premier shopping experience to its clientele. The company's commitment to innovation and personalized service has positioned it as a leader in luxury retail, with a strong focus on enhancing operational efficiency and data-driven decision-making.



## Customer Challenge

Neiman Marcus faced a pressing need to modernize its data distribution systems, which were reliant on outdated, hourly/daily feed mechanisms. The company required a real-time, event-driven data distribution solution to reduce latency and meet the growing demand for efficient partner integrations. The challenges included:



Without addressing these challenges, Neiman Marcus risked delayed data updates, inefficiencies in partner collaboration, and an inability to leverage data for timely business insights.



## Partner Solution

BizCloud Experts collaborated with Neiman Marcus to implement a cutting-edge, real-time data distribution system on AWS. The solution leveraged AWS's scalable and cost-effective services, tailored to address the unique needs of SMBs in the luxury retail sector.

## Key components of the solution included:

### Infrastructure Migration

- Utilized AWS DynamoDB to replace legacy Oracle databases, ensuring near-instantaneous data updates.
- Designed a real-time, event-driven architecture with AWS Lambda and DynamoDB Streams for seamless data flow.

### Partner Enablement

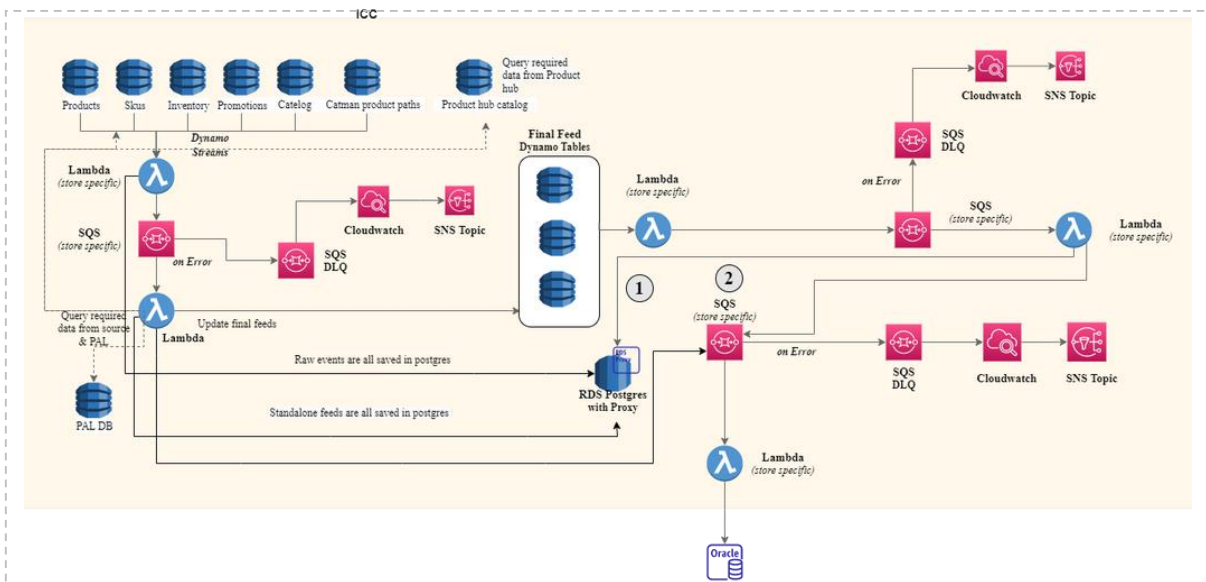
- Developed a REST API-driven subscription model, providing partners with real-time access to data feeds.
- Created a developer portal to facilitate easy API access and data subscription management.

### Data Insights

- Integrated AWS Kinesis and Amazon S3 for scalable data streaming and storage.
- Used AWS Glue and Amazon Athena for data transformation and querying, supported by Amazon QuickSight for visual analytics.

### Seamless Implementation

- Leveraged AWS Application Migration Service for smooth migration with minimal downtime.
- Delivered customized training and post-migration support to ensure operational continuity.





## Results and Benefits

The real-time data distribution solution achieved significant results for Neiman Marcus:



### Improved Latency

Reduced data update latency from 24 hours to near real-time, enhancing operational efficiency.



### Enhanced Partner Collaboration

Enabled over 20 standalone data feeds and 8 standard feeds to be delivered in real-time.



### Scalability

Provided an event-driven model that allows partners to subscribe and receive updates efficiently.



### Cost-Effectiveness

Adopted a pay-as-you-go model to ensure cost optimization, a critical factor for SMBs managing IT budgets.

This solution empowered Neiman Marcus to modernize its data distribution capabilities, enabling faster decision-making and improved partner satisfaction.



## About the Partner

BizCloud Experts, an AWS Advanced Consulting Partner, specializes in cloud transitions and data management solutions. With 40+ AWS certifications and 8 AWS Service Validations, BizCloud Experts has a proven track record of empowering SMBs like Neiman Marcus to achieve operational excellence through scalable, cost-efficient cloud technologies. Their expertise in real-time data solutions has helped businesses drive innovation and maintain a competitive edge.