

Lotte consolidates 140 million files in 2 weeks with AWS Snowball to power LotteON

Challenge

LotteON provides 39 million members with a unified online storefront to 7 Lotte owned stores. To meet deadlines for launch, Lotte needed to transfer 140 million files consisting of product images and media assets. The data needed to be transformed to be consumed by downstream AWS services.

Solution

Lotte leveraged AWS Snowball to provide cost effective, secure, and fast offline data transfer. Transferring data with AWS Snowball enabled Lotte to transfer data without provisioning additional network capacity.

Benefits

AWS Snowball enabled Lotte to meet their timeline for launch to support a consistent shopping experience of 39 million Lotte members. The data transferred by AWS Snowball was then leveraged by 70+ AWS services, including S3, EKS, DynamoDB, Lambda, Elasticsearch, Redshift, EMR, and Athena, among others.

The logo for LotteON, featuring the word "LOTTE" in a bold, red, sans-serif font, followed by "ON" in a larger, red, sans-serif font where the "O" is a solid circle.

Company: Lotte shopping e-commerce
Industry: e-commerce
Country: Republic of Korea
Employees: 60,000
Website: www.lotteon.com

About Lotte

Lotte Corporation consists of over 90 business units employing 60,000 people engaged in such diverse industries as candy manufacturing, beverages, hotels, fast food, retail, financial services, industrial chemicals, electronics, IT, construction, publishing, and entertainment.

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With AWS Snowball, LotteOn was quickly and reliably able to transfer 140 million product images and assets by combining 7 individual web stores within 2 weeks. Snowball helps meet the tight project launching schedule without worrying about network.

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Hyeongkil Na, Platform Operation Team leader – Lotte e-commerce

