

# DynamoDB With DAX Makes Flash Sales Snappy

## About the Customer

The client is an established American software, consumer electronics, and merchandise retailer and is the largest retailer in their industry segment in the world. Their annual global revenue is in the billions of US dollars and they have both a large e-commerce presence as well as hundreds of brick and mortar locations with a sizable loyal customer base. Most recently, the customer has been shifting its business strategy more heavily toward e-commerce and away from physical retail, as well as developing new marketplace offerings in order to establish itself as a global leader in digital retail.

## Customer Challenge/Solution

Our client needed a way to check whether a product was part of a current flash sale. DynamoDB was chosen for fast read access to flash sale data..

DynamoDB w/DAX was chosen as the flash sale data store for its incredibly fast read performance. Since flash sale information needed to be retrieved for every add to cart request, the data store could not be a bottleneck. Pelotech implemented a spring boot API using the official DynamoDB Java SDK to support both managing and reading flash sale information.

DynamoDB was a great solution for both speed of implementation and production performance.

## About Pelotech

Pelotech provides expert guidance to Fortune 500 and SMB clients on their cloud adoption journeys. Pelotech was founded in 2011 to bring the techniques and technology that enable the speed and organizational agility of world class industry leaders in technology to organizations outside the FAANG. Their deep experience in global ecommerce, supply chain technology and cloud native infrastructure helps clients navigate and optimize their businesses.