

Infinity Rewards ensures uninterrupted trading with Oracle Cloud Infrastructure



Client profile

Infinity Rewards offers a retail loyalty program that's based on a simple CashBack rewards system. Customers use the Infinity app to accumulate rewards and receive a CashBack on transactions they make with participating retailers. Retailers use the app to track their performance, gain insight into shopping habits and improve consumer communication and retention. Infinity Rewards has over 6.5 million customers and 1,340 retail stores registered on the program, and their network continues to grow.

Infinity Rewards needed to keep their loyalty program running smoothly. With NTT DATA, they migrated their disaster-recovery workloads to Oracle Cloud Infrastructure (OCI) in time for the December busy season, increasing their operational resilience.



We had tight deadlines to meet to ensure that our critical systems were ready for our busiest period. NTT DATA were able to deliver, and this relationship sets us up for the next stage of our cloud journey.”

Francois Loots
CEO, Infinity Rewards

Business need

Ensuring business resilience ahead of peak trading periods

With a critical need to ensure business continuity and data integrity, and a limited on-premises disaster-recovery system, Infinity Rewards looked to design and build a more resilient, cloud-based solution using OCI. They wanted the new infrastructure to be operational in time for them to transition their disaster-recovery workloads to OCI before the festive period in December, as they needed to maintain high availability and performance to handle peak workloads effectively during their most critical business season.

Solution

A secure disaster-recovery environment for retail rewards

We worked with the Infinity Rewards team to design a solution that would support their current and future needs, enabling them to manage peak loads at busy times and support future growth. Our cloud-based disaster-recovery solution leverages OCI to enhance resilience, data integrity and business continuity.

Getting the disaster-recovery environment up and running on OCI was of utmost importance, as they couldn't risk any outages over their peak December trading period. A migration plan was created to ensure the secure migration of critical disaster-recovery applications and database instances without compromising production workload availability.

The disaster-recovery environment was tested rigorously to ensure it met operational requirements and security measures. Working together, the NTT DATA and Infinity Rewards teams were able to complete the migration on schedule, within tight timeframes.

Outcomes

A successful migration sets the stage for growth and stability

Implementing the OCI disaster-recovery solution for Infinity Rewards before the December festive season was a turning point in their operational resilience.

This scalable, cloud-based disaster-recovery solution minimizes the risks of data loss and downtime, ensuring business as usual even during high-demand periods. It ensures that they can handle peak trading volumes with improved data integrity and business continuity.

The project exceeded expectations and demonstrated a forward-looking approach to leveraging cloud technology for business growth and stability.

Following the successful implementation of the disaster-recovery workloads, Infinity Rewards is considering its readiness for migrating production workloads to cater for future expansion. The Infinity Rewards and NTT DATA architecture teams are collaborating to assess the production workloads and understand future workload requirements.



Our partners rely on our systems to deliver enhanced value to their customers. We needed a secure, robust disaster-recovery solution to ensure that we could meet those expectations. Moving to Oracle Cloud Infrastructure was the logical step.”

Francois Loots, CEO, Infinity Rewards

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