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TIVIT

CREDZ – Networking

Customer Name: CREDZ

Type of Customer reference: Public

Public reference: <https://www.tivit.com/cloud-solutions/public-cloud/public-cloud-aws/>

Start Date of Project: 15/10/2019

End Date of Project: 31/07/2020

Client URL: portal.credz.com.br

Founded in 2011, CREDZ began operations at the end of 2012, amid a scenario of economic growth in the country, which provided access to consumption and supply of means of payment to a larger portion of the population.

In order to become a reference in the card market, CREDZ has already established strategic partnerships with the main companies in the sector (Fidelity, Tivit, Cielo, Rede, Serasa, Boa Vista, Tokio Marine, among others), to offer a guarantee of excellence in technology, risk and business management, processing, marketing and service.

CREDZ has as one of its main focuss of positioning the increase of sales and customer loyalty, so it invests high in INNOVATION. Thanks to this investment, it took a big step in its operations: it made possible, at the end of 2018, a business partnership with Visa, a leading company in digital payments in the world. CREDZ's 48 retail chains offer Visa cards to their consumers and, with this, all innovations tied to the brand, in addition to global acceptance.

Credz's challenge began after closing this partnership with a large credit card banner. As a deal, their numbers increased exponentially, and concerns began. "There came a point where the infrastructure no longer supported the environment in which we operated. During 2019 we increased the number of transactions by three times compared to 2018," says Gilberto Baldini, Digital Solutions Manager at Credz.

The solution would be to migrate part of its legacy to a cloudoperation, TIVIT suggested CREDZuses AWS Direct Connect (500 Mbps)to connect to all of its AWS resources by transferring data directly from theTIVIT datacenter to AWS. With AWS Direct Connect, this can provide a more consistent network experience than Internet-based connections and the ability of hybrid environments to meet regulatory requirements that require the use of private connectivity. It was possible to combine the elasticity and economic benefits of AWS and continue to use your existing infrastructure.

With this solution, it was possible to deliver quality and stable communication to support critical applications by transferring essential business data from CREDZ.

The process has brought Credz benefits such as optimization of the operating environment, cost reduction and scalability. During the year-end purchasing period, Credz saw its operation operate with stability despite the growth in infrastructure demand. Year-end dates generated four times more demand. The migration supported an expansion of 111 retail chains to current 392 chains that bring together nearly 4000 stores. Another improvement observed by Credz was in relation to the stability of its service, which has not experienced bursts or interruptions since the adoption of the public cloud.

With this project we had to make several adjustments in the customer connection hub that is located in the datacenter of TIVIT, this enabled all the facilities that the cloud environment provides.