

SOFTWARE AND TECHNOLOGY

## Richemont transforms IT infrastructure with AWS

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*Richemont looks to expand digital capabilities for all of its brands with AWS infrastructure overall. Image credit: Cartier*

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate Richemont Group has selected [Amazon Web Services \(AWS\)](#) as its preferred cloud provider to modernize its infrastructure and drive product innovation.

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By the end of 2022, Richemont will close its European data centers and migrate additional data centers in Hong Kong and the United States to AWS. As part of this new digital strategy, the group plans to switch more than 5,000 virtual machines and 120 SAP instances to AWS to heighten security and drive automation across all operations.

"AWS is integral to our enterprise IT transformation as we look for better ways to serve our customers, streamline the way we work, and compete globally," said Kim Hartlev, chief information officer at Richemont, in a statement.

"AWS, with its proven experience and highly performant global infrastructure, will deliver the agility, security, and scalability that we need to launch new business processes and new service models," he said. "AWS's unparalleled pace of innovation and broad portfolio of services, including analytics and machine learning, will help us gain greater insights and become an even more agile company in the cloud."

The switch to Amazon

With AWS, Richemont will have access to a wider range of cloud capabilities, such as machine learning, data analytics and security which will enable innovation across its physical and digital retail operations.



*2021 has been a big year for Richemont in terms of expansion and innovation, such as the acquisition of Delvaux. Image credit: Delvaux*

As part of a five-year plan, Richemont intends to develop cloud-based systems that provide engaging customer experiences via digitally optimized channels that use machine learning.

Using AWS technologies, Richemont wants to elevate its ecommerce platform, including personalized storefronts and styling services, video chat consultations and tailored offers for early, exclusive access to new items.

The group will also increase its use of AWS Marketplace, a digital catalog that allows organizations to more easily discover and govern third-party software. Using solutions available in the Marketplace, Richemont can scale, curate and further personalize the shopping experience on its mobile and online channels.

Richemont will also use the AWS Skills Guild, a comprehensive skills enablement program, to provide training and certification for its IT employees. These training opportunities will allow Richemont to operate as a product-focused organization and meet business and customer needs.

Recently, Richemont confirmed discussions related to a potential expansion of its strategic partnership with online retailer Farfetch. Neither company confirmed whether they believe an agreement will be reached on any of the discussed considerations, but Farfetch stated it will make further announcements if plans progress ([see story](#)).

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