

# Semark AWS Infrastructure Management Service

We helped Semark with the deployment and administration of the infrastructure for the implementation of Magento.

TELEFÓNICA'S CLOUD

PARTNERS' CLOUD

**SEMARK**  
AC GROUP, S.A.

**Semark AC Group S.A.** is a Spanish company dedicated to food distribution. It started its activity in 1982 in Santander (Cantabria) and currently has a wide presence in the communities of Cantabria, Castilla y León and La Rioja. It has two commercial brands:

- **Lupa:** which develops retail sales.
- **Top Cash:** this is the commercial brand of the wholesale business in Cash&Carry format. These centers specialize in sales to professionals in the hotel and catering sector and to food retailers.

It also has two logistics centers located in Orejo and Palencia.

Semark AC Group is associated with Euromadi Ibérica, the leading purchasing center in Spain by volume. Euromadi is also a member of EMD, the largest purchasing center for consumer products in Europe.

Semark's business has grown over the last 5 years to reach a volume of 879 million euros.

## Challenges

Large companies, which often handle large amounts of data and complex operations, are at a crossroads when it comes to effectively managing their IT infrastructure. One solution that has gained popularity in recent years is to collaborate with specialized service providers. This decision is driven by the need for a high level of service and the demand for a diverse technology stack that can keep pace with the constantly evolving digital landscape.

High availability and reliability are paramount in today's business environment. Downtime can cause significant financial losses and damage a company's reputation. Managing IT services in-house in the cloud may not provide the same level of resilience and redundancy that specialized providers can offer.



Semark asked us to support the deployment and administration of the infrastructure to implement the Magento solution, with the intention of delegating the management of the AWS infrastructure of its e-commerce platform to Telefónica Tech.

We also found the need for a rapid deployment to subsequently optimize the platform and adapt it to the reference architecture following AWS best practices.

## Solutions

Telefónica Tech proposed to the customer the execution of the project in two phases to achieve the reference architecture of the official Adobe eCommerce schema:

- In the first phase the necessary AWS accounts, EC2 instances with auto-scaling, BBDD in Aurora, Elastic Cache, Elastic Search cluster and EFS were deployed.
- In the second phase the platform was optimized by deploying the resources in multiple AZs to obtain high availability, deploying the CDN with CloudFront and the Varnish instances.

Once the deployment of the platform was completed, Telefónica Tech took charge through the managed service of the support to make the necessary changes to the AWS infrastructure, maintenance, and monitoring of the infrastructure by Telefónica Tech's team of certified AWS experts.

Semark is also provided with the professional services necessary to design and implement new cloud solutions that expand or improve its capacity and competitiveness.

## Results & Benefits

AWS cloud solutions have allowed Semark greater agility in the deployment of new platforms. The AWS cloud offers multiple services that respond to almost any of Semark's demands and enhance the capabilities that equivalent on-premises infrastructures could have, while also reducing the operational burden through the use of managed services.

Having a partner with the experience of Telefónica Tech has allowed Semark to have the support and recommendations of qualified professionals for the deployment and maintenance of its infrastructure in the Amazon cloud and to focus on the development of its business and innovation objectives. Semark relies on Telefónica Tech as a qualified partner to offer the necessary support in design decisions, configuration of cloud resources or resolution of incidents related to the infrastructure, always following the recommendations of best practices of the Well Architected Framework of AWS.

Telefónica Tech also has a broad portfolio with connectivity solutions, Cyber Security, Big Data, Artificial Intelligence, IoT, etc., which allows our customer to develop complex projects that integrate different technologies with a single partner, thus improving the integration between the different solutions that support their business.