

# FLEXIBLE APIGEE X MIGRATION FOR ECOMMERCE EXPANSION

[New Look](#), a U.K.-based fashion retailer with 570 outlets globally, saw rapid growth in its digital channels during the pandemic, in particular from its mobile app. To expand on this robust, API-heavy revenue stream, New Look decided to replace its MuleSoft's AnyPoint API Platform with a Google Cloud Apigee X environment.

To ensure a rapid transition and prevent revenue losses, the migration needed to satisfy several requirements:



Seamless,  
downtime-free  
transition for a  
consistent UX



Flexible design  
and billing to  
support changing  
workloads



Simple integration  
and security  
protocols using  
REST APIs

Through an interactive workshop, SoftServe was able to show their approach in the migration from MuleSoft's AnyPoint API Platform to a Google Cloud Apigee X environment.

New Look selected SoftServe to support its migration based on a proven track record of high-quality cloud migrations and a strong proposal, which was developed during several in-person workshops.



***Collaborating with SoftServe barely felt like work. The team was an excellent cultural fit and brought a working environment defined by feedback and support.***

***SoftServe consistently provided us with status updates and stood out from other vendors through seamless handoffs, attentiveness to our business' needs, and flexible yet reliable scheduling. We were thoroughly impressed by the team's approach and expertise.***



**Ian Mahoney**  
Technology and Engineering Director,  
New Look

softserve

Google Cloud





## Seamless Migration to Apigee X

To ensure business continuity and mitigate impact for New Look's mobile-based customers, SoftServe strategized the migration to have full flexibility in routing traffic through MuleSoft Flows or Apigee implemented proxies. SoftServe utilized a three-phase approach for the deployment and subsequent migration of APIs.

- 1 **Foundation:** API migration planning, solution design, and base Apigee X environment provisioning
- 2 **Implementation:** Re-architecting, API implementation, publishing, security configuration
- 3 **Go-Live:** Complete launch together with New Look

## Increased revenue with flexible cloud environment

Equipped with an Apigee X environment to support its ecommerce expansion, New Look will benefit from:

-  Accelerated new feature rollout with decoupled and reusable components
-  Scalability and flexibility by moving integration logic to microservices
-  Reduction in license costs by retiring MuleSoft products
-  Enhanced security and simplified integration through Apigee X

SoftServe specializes in helping companies to develop new revenue streams through rapid and secure cloud migrations. **Let's get yours started.**

## ABOUT SOFTSERVE

SoftServe is an IT consulting company with U.S., Europe, and Latin America delivery centers. We transform and optimize how enterprises and software companies do business. More than 11,000 associates provide engineering talent, innovation, and cloud transformation. Our end-to-end approach assures modernization, quality, and speed across the banking, fintech, financial services, insurance, healthcare, retail, energy, and manufacturing verticals.



SoftServe is a **Premier Google Cloud Services Partner** with deep and recognized expertise in enabling clients to develop cloud-native applications through leveraging advanced technologies like artificial intelligence, machine learning, and data analytics. **We've successfully delivered hundreds of projects** for clients ranging from Fortune 100 enterprises to digital-native startups.

### PROVEN GOOGLE CLOUD SPECIALISTS

**110+**

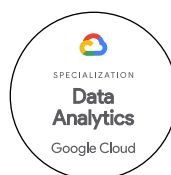
Google Cloud  
Enabled Customers

**700+**

Google Cloud  
Certified Resources

**84**

Net Promoter  
Score



### NORTH AMERICAN HQ

+1 866 687 3588 (USA)  
+1 647 948 7638 (Canada)

### EUROPEAN HQ

+44 (0)800 302 9436

info@softserveinc.com  
www.softserveinc.com

**softserve**

**Google Cloud**