



# Digitally Transforming IT services for The Dining Club Group with AWS

Leading UK's fine dining revolution from the front lines, Dining Club Group (DCG) has been providing luxury products, such as tastecard, gourmet society and hi-fi life memberships that offer incentives to improve customer acquisition, reduce churn, and reward employees. Keen on further increasing customers in the B2B and B2C space, Dining Club Group (DCG) decided to partner with HARMAN to overhaul their legacy IT infrastructure. HARMAN steered enterprise digital transformation, including migration from on-premise to cloud, mobile development strategy, and redefining the user interface.

For more information, visit [www.diningclubgroup.co.uk](http://www.diningclubgroup.co.uk)

### BUSINESS NEED

- Setup an effective IT model to manage business demands
- Realize cost saving by migrating to AWS cloud
- Estimate the IT processes to form a holistic view of overall spend
- Rebranding flagship products to provide unified experience to B2B customers
- Adapt reusable components and AWS Services to optimize cost by effort reduction
- Acquire more B2B customers by improving time-to-market
- Improve customer satisfaction and retention for full range of Dining Club Group (DCG) flagship products



## HARMAN Solution Highlights

HARMAN delivered an end-to-end solution based on AWS Container and Serverless Computing. We migrated Dining Club Group's (DCG) traditional application stack to a next-generation development platform. We oversaw the full-scale of IT transformation by redesigning the architecture, its implementation, integration, development, and 24/7 testing of the AWS environment.

- Application development and testing
- Mobile and API development
- Integration with Salesforce
- Integration with Terraform to perform Infrastructure as a code
- 24/7 IT availability via service desk monitoring, incident management, system engineering, and database management
- Improved user experience of Dining Club Group (DCG) flagship products
- Memset to AWS migration
- Adherence of best-in-class IT practices
- Standardize technology to improve reusability and save costs
- Create unified business processes to manage customer demands
- Build next-gen mobile development capability to improve customer satisfaction an time-to-market (TTM)
- Implement agile practices across all processes
- Adopt cloud migration strategy to fill up new and existing infrastructure demands



## AWS Service Stack

Microservices - EKS

Lambda

S3

Multiple Availability Zone

Load Balancers

Route 53

EC2 / RDS

Environments – Dev / QA / SIT / PROD

## IT Infrastructure & Production Support

DevOps

Application Support

Server Management

Database Management

Service Desk

Network Management

## Business Benefits

- Faster TTM by adopting agile processes across all projects, operations, and BAU streams
- Realize 40% infrastructural cost savings through automated consumption monitoring and proactive optimisation measures
- Enhanced B2B engagement through go-to-market partnership and co-engineering
- Enhanced user engagement and promotions
- Reduced total cost of ownership through consolidation of architecture and tech stack



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