

Streamlining application development for retailers

To meet customer demands, retailers need to be able to launch new and modernized applications quickly and at scale. Red Hat® Services works with retailers to adopt the platforms and processes they need to streamline application development while enhancing developer experiences. Here are 4 steps retailers can take to accelerate time to market, minimize risk, and build developer confidence.

1 Moving to microservices and containers

With vast consumer choices and a growing demand for multichannel experiences, retailers must rapidly develop and deploy resilient, security-focused, and highly available applications. Scalability is also crucial for those planning to expand to new markets or regions.

Many retailers face long lead times between writing code and delivering value to customers. This has led retailers to adopt a microservices approach, with cloud-native applications developed in a containerized environment. To optimize the development lifecycle, they need an application platform that is trusted, comprehensive, and consistent.

How Red Hat helps: To simplify the application development lifecycle, retailers are turning to Red Hat OpenShift®. Red Hat OpenShift provides a unified application platform for retailers to build, modernize, and deploy applications at scale, streamlining the development process. Additionally, Red Hat Services offers customized consulting solutions that further support the efficiency of application development and delivery.

2 Simplifying migration with an experienced partner

Retailers must ensure that their systems and applications deliver exceptional availability. Downtime can rapidly affect profitability, damage reputations, and erode customer trust. With many retailers expected to ship orders on the same or next day, maintaining uptime is critical.

Migrating to a new development platform requires minimal disruption to retail operations. Partnering with a reliable and experienced provider can help reduce costs, mitigate risks, and shorten project timelines. This approach also helps to optimize processes and boosts platform adoption.

How Red Hat helps: Retailers work with Red Hat Services to design and implement their Red Hat OpenShift environments. For on-premise deployments, on-site Red Hat Consultants provide issue resolution, reduce support tickets, and support the adoption of the platform.

3 Increasing resilience with offloaded deployment

To reduce the risk of disruption to production systems, retailers can adopt an offloaded deployment strategy. This approach involves deploying new application releases to a separate environment for testing and validation, running parallel to live systems. It allows developers to test features without disrupting live systems, other tests, or integrations. By conducting testing earlier in the development process, retailers can increase software quality and accelerate time to market.

How Red Hat helps: Red Hat OpenShift Service Mesh, an included feature of Red Hat OpenShift Container Platform, offers a consistent way to connect, manage, and monitor microservices-based applications. It also supports offloaded deployment strategies with Hypertext Transfer Protocol (HTTP) headers for precise traffic routing and load balancing. Red Hat Consultants can help retailers design, implement, and optimize their OpenShift Service Mesh strategy to maximize the benefits of microservices architecture.

Learn more about how [Red Hat OpenShift](#) supports retailers

4 Boosting developer confidence

To deliver an excellent developer experience, retailers must ensure that their teams are comfortable with new processes and changes to the software development cycle, such as adopting continuous integration and continuous delivery (CI/CD). Providing proper training is essential to maximize adoption and fully realize the benefits of these new approaches. Building developer confidence is key to long-term success.

How Red Hat helps: Red Hat Consultants help retail teams to adopt agile practices and integrate Red Hat OpenShift GitOps and Red Hat OpenShift Pipelines to support CI/CD. A Red Hat Technical Account Manager (TAM) provides health checks and support, while Red Hat Training and Certifications keep teams skilled and current in development practices.

Discover how [Red Hat Services](#) can help you streamline application development



About Red Hat

Red Hat helps customers standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with [award-winning](#) support, training, and consulting services.

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