

Case study

Rudsak takes virtual shopping to the next level with Bell, AWS and Summit Tech



Consumers everywhere are turning to immersive shopping experiences to make them feel more connected with products. And Rudsak is responding by tapping into new, innovative technologies to deliver these experiences – revolutionizing the retail experiences for Canadian shoppers with efficiency and scale.

Challenge — Replicating in-store shopping from the comfort of home

Online shopping is well-established around the world. However there is a growing appetite for more immersive and engaging online shopping experiences. Shoppers want the feeling of being in a physical store, where they can fully interact with products without the need for personal contact.

That's why Rudsak is testing the adoption of an immersive shopping experience through 360-degree cameras installed in retail locations and venues, allowing customers to participate in special events that highlight new seasonal collections using their smartphones or virtual reality (VR) headsets to move around the store, browse products, chat with sales people and make purchases – all from the comfort of their home.

The best experiences, however, depend on high-quality, low-latency connectivity. A choppy video feed can take customers out of the moment and make it difficult for them to have a positive shopping experience. For those using full headsets, just a fraction of a second's delay between turning their heads and the video feed catching up can induce headaches or dizziness.

RUDSAK

Headquartered in Montreal Canada, Rudsak is a retailer of leather goods known for its unique and edgy designs. Rudsak seeks to differentiate its brand through a focus on innovative experiences for customers, applying world-class standards and monitoring every detail — from product conception to customer experience.

Solution — Streaming success, every time

By embedding Summit Tech’s immersive shopping platform, Odience, into Bell’s Public MEC with AWS Wavelength, Rudsak is able to deliver more immersive and interactive online shopping experiences to Canadian shoppers – capitalizing on new and innovative technologies that are changing how people buy.

Bringing this new immersive shopping experience to Canada required the right partners and the right network. The speed, performance and low latency of Bell’s 5G network combined with the multi-access edge computing (MEC) capabilities of AWS was exactly what the platform needed to deliver the best possible experience for Canadian shoppers and retailers.

“Bell Public MEC with AWS Wavelength brings AWS cloud compute to the 5G network edge, enabling the Odience platform with a high-quality, lag-free experience for retailers, explains Alido Di Giovanni, President at Summit Tech. “With the low latency of 5G, high-definition video can be streamed seamlessly to the customers’ smartphones or headsets, giving them a full 360-degree view of the store. Now customers can feel like they are right there.”

One of the great things about processing the video at the edge is that a single feed can accommodate multiple users interacting with different parts of the live video at the same time. As Evik Asatoorian, Founder and Creator of Rudsak highlights, “Individual customers can move around the space, interact with salespeople on-site and get an up-close look at our products”. It also means the customer’s device is only dealing with the slice the customer is looking at in a given moment, so it doesn’t get overloaded trying to process the whole feed at once.

Edge computing also gives Rudsak the ability to offer real-time chatbots, points of sale and context-specific overlays that provide additional information to customers. In addition, stores can host and stream special events, such as product launches and demonstrations, through the Odience platform. All streams are recorded, so customers who missed the live event can catch up on demand.

“While they won’t be able to interact with sales staff if they’re watching later, customers can still look around and make purchases,” says Asatoorian. “And we retain full control over prices and information overlays so we can update details and add special offers whenever we need to.”

“A fully immersive, 360-degree experience demands the right 5G network. Working with Bell and AWS to enable the Odience platform gives us access to the connectivity we need and the expertise to innovate and deliver the best possible experience to our customers”

— Evik Asatoorian, Founder and Creator of Rudsak



Rudsak’s Public MEC solution includes:

- AWS Wavelength to support ultra-low latency applications
- AWS cloud compute
- Bell 5G IoT connectivity
- Professional Services to help define your MEC journey



Results — Delivering unique experiences

With the Odience platform deployed in Bell's Public MEC with AWS Wavelength, Rudsak shoppers can now sit in the virtual front row and enjoy special perks with high quality video, overlays and interactive features – from home or on the go. And Rudsak can feel confident that these experiences are being delivered with the quality, innovation and expertise their brand is known for.

Why Bell and AWS

- Canada's fastest 5G network for optimal performance¹
- A global leader in cloud infrastructure and services – bringing compute to the edge of the 5G network²
- Industry-leading technologies and end-to-end network, cloud and security expertise

Visit bell.ca/mec and aws.amazon.com/wavelength for more information on how Bell and AWS can help you deliver cutting-edge 5G experiences with ultra-low latency.

¹Award based on analysis by Ookla® of Speedtest Intelligence® data median 5G median download speeds for Q1-Q2 2021

²Gartner Magic Quadrant for Cloud Infrastructure and Platform Service, 2021.