



A multinational retailer of consumer electronics, home office products, entertainment software, appliances and related services.



## The Challenge

Developers at Best Buy launched their social application, Giftag, in 2008. While the app was a promising concept, the development platform they ran it on wasn't so promising. To ease the maintenance and performance bottleneck, Best Buy began looking for a new development platform.

## The Solution

The Best Buy developing team was convinced they found their solution after learning what Google App Engine had to offer. Once the team switched to Google App Engine, the payoff was immediate. Best Buy developers rewrote the Giftag application from scratch—improving on the original code—while only having to do an extract, transform and load on the existing data. The entire process took four and a half developers just 11 weeks—or roughly half the original development team and 25% of the original time. The time savings enabled Best Buy to relaunch the app just in time for the 2008 holiday shopping season.

## Benefits



App can now handle any amount of traffic, without maintenance



Dramatic time and cost savings in app development, which has led to the creation of many more apps across other Best Buy business units



Able to create scalable and low-maintenance apps

"Our experience transferring Giftag onto Google App Engine really changed how we do things. We can use far fewer developers, and we don't have to spend any time doing system administration or setting up servers, which allows us to focus on the development and testing new ideas."

Greg Koelling  
Director of Emerging Platforms, Best Buy

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