



CYGNET.ONE

Success Story

AWS Cloud Transformation Helped Renticy Cut Costs by 40% and Achieve 99.99% Availability

Revolutionizing E-Commerce Rentals with AWS-Powered Platform Agility and Cost Efficiency

Renticy, an innovative e-commerce rental platform, enables small and mid-sized retailers to offer time-based rentals on Shopify, WooCommerce, and other storefronts. As demand for rental services accelerated, Renticy needed a scalable infrastructure that delivered speed, security, and seamless integration—without disrupting merchant workflows.

Cygnnet.One partnered with Renticy to build a modular, AWS-powered platform supporting flexible rental durations, real-time inventory sync, and secure data handling. The result: simplified operations, improved customer experience, and significantly reduced infrastructure costs.



Challenges

Obstacles that limited platform expansion

- No built-in rental support across e-commerce platforms
- Manual scheduling led to inventory conflicts and inaccuracy
- High-volume media, contracts, and data required scalable storage
- Integration challenges created risks of merchant workflow disruption
- Needed end-to-end automation, security, and long-term audit trails



Solutions

Building a Scalable Rental Ecosystem with AWS

- Stored all media, documents, and logs on Amazon S3 with lifecycle tiering
- Managed customer and rental data in RDS PostgreSQL (multi-AZ, encrypted)
- Enabled config sharing via Amazon EFS across containerized EC2 services
- Automated backups with AWS Backup for S3, RDS, and EFS volumes
- Platform and API activity logs archived in Amazon S3 via CloudTrail
- Encryption enforced across all storage and communication layers
- Delivered plug-and-play architecture for Shopify, WooCommerce, and more





Impact

Delivering Real Results Through Cloud Transformation



99.99% platform availability with multi-AZ, resilient storage, and backup automation



Rapid merchant onboarding via plug-and-play enablement across major e-commerce platforms



40% reduction in infrastructure costs through S3 tiering and optimized database configurations



Improved customer satisfaction offering hourly to monthly rentals with real-time inventory tracking



Simplified operations for merchants by eliminating manual scheduling and centralizing rental control

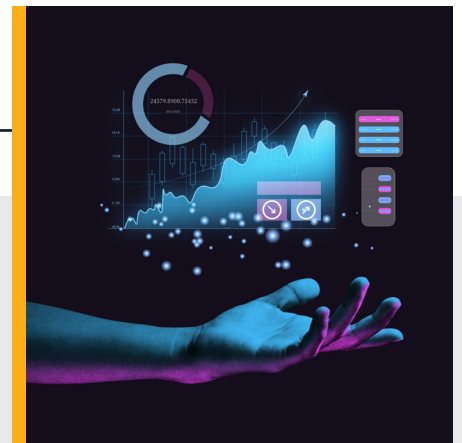


High data security and compliance using encryption, backup automation, and immutable audit trails



About Client

Renticy is a next-gen e-commerce rental platform helping merchants offer time-based product rentals without disrupting their existing stores. Built to support flexible durations, secure transactions, and real-time scheduling, Renticy empowers retailers to enter the rental economy with confidence and speed.



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Cygnnet Infotech is dedicated to excellence and is re-evolving as CYGNET.ONE to help consolidate its specialized offerings in Compliance transformations, Digital & Quality Engineering, Enterprise Modernization, Data, AI & Analytics Hyper Automation, Test automation, Digital signature, and a myriad of other offerings across Americas, the UK & Europe, Africa, the Middle East, and the Asia Pacific. Through Cygnnet Cosmos, our digital transformation framework, CYGNET.ONE empowers organization to achieve business process digital transformation through co-ideation, co-creation, co-innovation, and co-evolution. With a global presence spanning across diverse markets and industries, Cygnnet One serves as a one-stop destination for intelligent solutions, delivering value from ideation to execution, ultimately driving success for clients and partners worldwide.



CO-IDEATE

Co-Ideate for new product development & new market GTM



CO-CREATE

Co-Create technology enabled connected business solutions



CO-INNOVATE

Co-Innovate intelligent solutions with Cygnnet launchpad.



CO-EVOLVE

Co-Evolve with a strong continuum of Cygnnetians, clients, & partners.

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