



DialogData: Building Cloud Native Expertise In-House

The Challenge

Accelerate the Cloud Native Learning Curve

DialogData, a software company focused on the e-commerce field, wanted to get ahead of their customers' needs in their journey towards cloud native technologies. Additionally, they had built a complex internal system to manage their resources and projects. In order to reduce complexity and manual intervention, they decided to move their internal landscape to microservices on a cloud native system.

The Solution

Get in Cloud Native Expertise

The DialogData team knew that they would have challenges and opportunities with integrating cloud native principles, architecture and tooling, and enlisted the help of Kubermatic to train their team. By training with cloud native experts, they would speed up the learning curve and build the necessary in-house expertise to start transforming their internal landscape.

The Impact

Rapid Progress on Cloud Native Transformation

The training has helped DialogData avoid many pitfalls and, as a consequence, make good progress on their transformation process. Within a short time, they had their first services up and running and made it through a lot of larger updates in their support stack. With the new in-house knowledge acquired, DialogData can now put out new functionality faster.

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Kick-Starting the Internal Transformation

As a premium partner for SAP and Hybris Commerce, DialogData has a significant focus on the e-commerce field. Like the rest of the IT landscape, SAP and others are moving quickly towards cloud native technologies. DialogData wanted to be on the forefront of trends and build validated expertise when it comes to customers trying to put their e-commerce into the cloud.



40+

e-commerce customers



90

employees worldwide



Munich

headquartered

Moreover, they took the need to modernize their complex system of many small tools within the organization and saw this as an opportunity to learn by doing. Therefore, they chose to work with a partner but utilize their in-house team.

“We were confident enough to manage this transformation since we have a long-standing experience of having our own tools and landscape renewed,” said Klaus Baumgartner, project leader at DialogData.

Bringing in experts from Kubermatic was a move to help their internal teams get up to speed on the cloud native mindset and technologies and get inspired.

Bringing In the Right Partner

DialogData reviewed other options like online classes and off-the-shelf training, but it was clear they wanted something more than those pre-structured courses.

“I worked with one of Kubermatic’s trainers on a project and remembered he was deeply involved with these technologies. Knowing him and the seriousness that he brings forward when working himself into a new domain made me really want the information delivered by him,” said Baumgartner.

The two teams put together a plan for collaboration with Kubermatic’s experts training the DialogData team on Kubernetes Fundamentals.

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In addition to the information DialogData asked for, they received a lot of extra input and inspiration from the Kubernetes team that came from the close partnership.

“We came to have a very personal collaboration. Even in the difficult corona times, we found our ways to collaborate effectively.” said Baumgartner.

Achieving Results and Moving Forward

After working with Kubernetes, DialogData quickly got their first microservices up and running and have made it through many larger updates in the support stack. Getting through the process without any major problems was a great success.

Baumgartner’s main recommendations following the project are to get your tech side and business side together to collaboratively work on the cloud native transformation. Additionally, he advises to get at least some consulting days to support the project. Having someone to keep you from the painful experiences of launching something new can be well worth it. DialogData estimates a lot of time would have been lost without the training and consulting.



If you learn from an expert, you'll learn faster. It's more pleasant, more professional, and probably even less budget-intensive.

Klaus Baumgartner

As DialogData moves forward, they plan to increase the circle of colleagues who are actively working with the new technologies. They realized how much the team in the training learned from it and they plan to pass that knowledge onto others in the organization.

With the new in-house knowledge, DialogData can put out new functionality faster. After a month of getting to understand the tech stack, creating their spikes, creating some vertical implementations that prove their concept was right and checking for certain risks, they now have the architecture and infrastructure in place to add new functionalities one after the other.

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DialogData has been enabling customers for digital success with outstanding expertise, commitment and tailored consultancy since 1992. As a certified SAP Commerce Cloud (formerly Hybris Commerce) partner, DialogData has successfully completed over 40 e-commerce projects with a team of over 20 SAP certified developers and trainers. DialogData has over 90 employees and is headquartered in Munich with an additional presence in Berlin and Romania.



Kubermatic empowers organizations worldwide to fully automate their Kubernetes and cloud native operations across multi-cloud, edge and on-prem. As the Top 5 corporate committer to the Kubernetes Project in 2019, Kubermatic develops enterprise-grade software solutions and provides professional services and support to safely navigate and accelerate the cloud native transformation. Leading enterprises including Lufthansa, Bosch, Siemens, and T-Systems trust Kubermatic on their cloud native journey.

Want to Know More?

Contact our sales team at sales@kubermatic.com or visit our website at kubermatic.com