

Nominee: Lush Fresh Handmade Cosmetics

Supporting Vendor: Memset

Nomination title: Lush Use Memset's Private Cloud To Deliver Gamification Employee Training

Project Overview

Many companies have a hard time getting employees to attend corporate training. Workers are often reluctant because it means taking time away from the office and possibly incurring high travel expenses. Lush Fresh Handmade Cosmetics has always taken training very seriously, and spends a lot on training staff face to face. One of the ideas with this project was to bring in a tool that could help prepare staff better for their face-to-face training and then help them review how effective the training was afterwards. Lush also has other tools such as 'lush-o-pedia' (an online ingredients information database) and a huge library of training videos. This gamification project allowed them to tie all these back to one place.

Challenges

The challenge for Lush was getting nearly 5,000 employees across Europe to log on, take courses and continue the practice of corporate training. This project saw Lush integrate gamification, the broad trend of employing game mechanics to non-game environments, such as innovation, marketing, training, employee performance, health and social change, to achieve higher levels of engagement, change behaviours and stimulate innovation.

Lush Quests

The mobile and online learning game, called Lush Quests, introduces new staff to Lush's brand and products with challenges and rewards throughout the digital gaming interface. So far Lush has completed two quests, one on Christmas Presents (so staff would learn all about the inspiration that went into the various gifts, along with which gifts would be best for which customers) and Christmas Spirit (this was more about the ethics of Lush and was aimed at new starters). The game itself is based around a game board. There are a total of six squares on the board that relate to six challenges. The game itself links to Lush's face-to-face training and staff has to complete the first three challenges before attending the training session and the final three challenges afterwards. They earn points for completing each challenge and more points for answering correctly first time. 5 points first time, 3 points for the second attempt, 1 for the third.

Delivered by Memset Private Cloud

Memset has provided the cloud infrastructure to enable Lush Fresh Handmade Cosmetics to roll out their game-based, interactive, digital staff training programme across Europe. The programme is delivered by the Cloud and is compatible with almost any device. In today's world, applications such as Lush Quests need to be highly available and have high performance, flexible and elastic architectures and rich user experiences. These applications are expected to work everywhere, especially outside the walls of our workplaces, and ideally on devices such as mobile phones and

tablets. Behind the scenes, the application is delivered by leveraging the capabilities of Memset's private cloud platform. These capabilities include:

- **Compute:** common REST-based web services powering the user interfaces and the HTML5 game user interface itself, both with the ability to scale up and down, allowing several hundred employees to download, install and play simultaneously.
- **Storage and Data:** ability to store assets such as images and video leveraged across user interfaces with a centralised SQL database service for storing application data, as well as training results.
- **Content Delivery:** increasing performance by delivering international versions to locations around the globe. Memset has provided five Miniserver VM® virtual servers to host German, French, Italian, Spanish and English versions of the training programme.

Using The Cloud Richey Baxter-Freeman, International Support for Lush cosmetics, who was responsible for the IT set up of the training programme said: "Using Memset's cloud service has enabled us to quickly roll out the programme to other countries faster than we anticipated. We've been able to take snapshots of the virtual server and recreate it quickly in the other languages required." He continued, "We can monitor traffic and performance via Memset's control panel and easily scale up or down as load patterns fluctuate, which means we only pay for what we need in terms of compute infrastructure. In addition, we benefit from the maintenance, support, and deployment automation provided by Memset to reduce our operational costs."

Benefits

To date, over 2000 employees have undertaken this exciting new online training programme, mainly via the staff laptops that Lush has in-store, with quests completed during quiet periods during the day, although there were a number of users who have taken up the smartphone option. Lush was also able to experience the elasticity of Memset's private cloud platform come into play. As additional offices launched the game there were several hundred employees downloading, installing and playing simultaneously. To support this peak in load, the team was able to increase the number of compute instances running with no downtime or redeployment needed. When this peak was over, they reduced the additional instances back to the number needed to support typical load. For future implementations, which Lush is considering across manufacturing training, operations and retailing training etc., the plan is to implement auto-scaling capabilities to allow for this behavior to happen automatically.

Why nominee should win

- Memset's private cloud is one of the cheapest available, cheaper than Amazon's Elastic Compute Cloud (EC2) for per-hour VMs.
- The training platform available on both the web and on multiple mobile devices has enabled Lush to embrace gamification as an effective training mechanism
- Compute instances scaled up and down in response to demand mean Lush only pays for what they need
- Memset's private cloud delivered flexible and elastic architectures and rich user experiences aiding in the success of Lush's gamification training project.

- Memset's public cloud is secure enough to host services for the government under the G-Cloud project