


# Azure Cloud Migration for Scalability, Performance and Cost

The client is a US based video commerce leader with 13 networks and 380 million subscribers across the world



The customer provides a seamless shopping experience on websites, mobile apps and social platforms for products ranging from home and fashion to beauty, electronics and jewelry.

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



[www.itcinfotech.com](http://www.itcinfotech.com)

## CHALLENGE

- Client wanted unified data technology landscape for efficient business analytics, high scalability and best performance
- Migration from Netezza on-premise platform for seamless technology management
- Optimized cloud solutions for faster GTM and reduced technology upgradation costs
- Consolidation of technologies to manage redundancies and reduce internal IT efforts

## SOLUTION

- Designed a data landscape on Azure and migrated workloads from Netezza
- Remodeled and re-architected the on-premise system with a unified data lake on Azure
- Deployed a scalable Ingestion Service Platform
- Built unified data model, leveraging ETL and reporting to integrate customer data across markets
- Planned a phased migration to provide analyzable data to generate business insights faster
- Deployed proprietary frameworks and reusable components including Rule based controls, Audit trail, Exception handling, Logging & Error handling to accelerate GTM and optimize cost
- Extended support for ADF, Databricks, PySpark and Microstrategy on cloud for BI Dashboards
- Implemented collaborative delivery model and joint quality gates for better performance

## RESULTS

- Significant reduction in cost with Azure and reusable components
- Enhanced scalability and availability of platforms
- Consistent platform performance with expert support
- Ease of technology management
- Faster GTM with dedicated migration frameworks
- Reduced dependency on internal teams with Azure Managed Services