



A global athletic apparel company saves **\$1 Mn** in cloud data costs while improving performance

AT A GLANCE

As cloud data platform consumption began trending well above annual budget, a global athletic apparel company worked with ITC Infotech to optimize compute usage, improve query efficiency, and strengthen cost governance. The result was a more efficient cloud data environment with stronger performance, better visibility, and significantly lower risk of unexpected spend.

\$1M

potential annual savings

20% - 50%

faster query performance

95%

reduction in cost spike risk

THE NEED FOR CHANGE

Containing rapidly rising cloud costs without disrupting analytics

A global athletic apparel company known for its performance products for yoga, running, training, and other active lifestyles, identified a sharp rise in cloud data platform consumption in May 2025. The reasons included:

- ✗ Inefficient query execution
- ✗ Suboptimal warehouse sizing
- ✗ Idle compute resources
- ✗ Retention of obsolete or unused data
- ✗ Limited compute monitoring

Without intervention, this would have created nearly \$1 million in unplanned infrastructure costs while putting pressure on the company's ability to scale its analytics environment responsibly.

The business needed a structured cost optimization strategy that could reduce waste, improve financial control, and preserve platform performance for data and analytics teams.



A structured optimization program focused on performance, efficiency, and governance

We analyzed warehouse usage patterns, right-sized compute resources, and introduced auto-suspend and auto-resume policies to reduce idle consumption. Inefficient queries were identified and tuned to lower compute usage while improving processing performance. We removed unused and redundant workloads and purged obsolete data. We also optimized time travel and data retention settings to better align storage usage with business needs.

To strengthen long-term control, we implemented proactive monitoring and governance mechanisms to improve cost transparency and reduce the likelihood of unexpected spikes.



THE IMPACT

Better performance, lower waste, stronger control



Improved workload efficiency



Cost governance and monitoring



Data estate optimization and waste reduction



Established better ways of working

About ITC Infotech

ITC Infotech is a global technology services and solutions provider, helping enterprises drive business-friendly digital transformation. With expertise across data, cloud, AI, and enterprise platforms, ITC Infotech supports organizations in modernizing operations, optimizing technology estates, and unlocking scalable business value.

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