

Customer success story: customer facing

THE WHITE COMPANY
LONDON

The Challenge:

The White Company asked Pikel Retail to support their expansion into the US market in 2017 and our team built out a PoC infrastructure in a US datacenter. The build quickly needed to grow further than the datacenter platform could support.

With aligned cloud-first strategies, neither wanted to make capital investments so the service was transformed with a view of saving \$30k per month. Pikel Retail extended the database availability group into Azure, used Azure Site Recovery to move IaaS virtual machines, and transformed the service availability using Azure PaaS services to ensure capacity for growth.

All US services were moved in a single window without any disruption to, and supporting the growth of, the customer's operations.

Win results:

Service was moved without disruption in UK business hours, before the US stores opened. Very few changes were needed as application services were moved as-is using Azure Site Recovery, even maintaining IP addresses.

The move to Azure included transformation of the service to include load balancing of services where allowed by the application, and for the new SQL Server Always On Availability group deployed into Azure.

Pikel Retail leveraged their knowledge of the industry, the customer and Azure, working with Microsoft to validate the design to ensure a smooth cloud transformation.