

CASE STUDY

ENRICHING PRODUCTIVITY AND REDUCING COSTS BY 45% FOR AUSFLEET

CriticalRiver helped a large Australia-based Hi-Tech Company Reduce Operational Cost by 45%, Enriched Customers' Digital Experience with Cloud Transformation Solution



IMPACT DELIVERED

- 45% Improved marketing-qualified pipeline
- 71% Reduced sales cycle length
- 67% Enhanced prospect engagement

THE CUSTOMER

The customer is one of the largest hi-tech company specialized in auto software and associated services for over two decades in Australia. Their customers include public, private, non-profit organizations, local, state governments, healthcare, emergency and large drilling and mining enterprises.

THE CHALLENGE

Web applications are deployed on private dedicated servers and challenges are myriad:

- The Surge in customers base taking a heavy toll on the services resulting in inferior performance
- The user experience is severely compromised with the sluggish server response
- Increased infrastructure, resources, IT maintenance costs stemmed ROI
- Depleting customer base and churn rate triggering revenue losses
- All this culminated into denting the brand name of the customer
- Ensuring business continuity during on-premise to the cloud was a major challenge

TECHNOLOGY COMPONENTS

Azure Cloud, Microsoft SQL Server 2018, IIS, ASP.NET, Python



THE SOLUTION

CriticalRiver's Cloud Transformation team meticulously worked on migrating from on-premise to Microsoft Azure Cloud while ensuring business continuity. We seamlessly consolidated AusFleet's 100+ database servers totalling 500 GB.

By leveraging the master-slave scheme, we were able to replicate data with no challenges to Microsoft Azure Cloud. The solution also included:

- Consolidated customers' 100+ database servers totaling to 500 GB
- Leveraged master-slave scheme to replicate data to Microsoft Azure Cloud
- Webservers were migrated to Azure VMs and configured based on IIS web services
- Applied Azure VPC (Virtual Private Cloud) to create public and private subnets
- Established multiple levels of security for the customer's services
- Backup requirements were met with custom scripts for archiving data

THE RESULTS / BENEFITS

- Azure's ability to scale on-demand eliminated stagnation
- Flexibility to adapt and customize based on specific requirements
- 45% cost reduction from migrating from on-premise to cloud
- Maximum uptime enabled a 71% increase in efficiency and productivity levels
- Reduced man-power dependency by 67%
- High-end system protocols ensured data security
- Speed, agility in applications performance-enhanced customer digital experiences



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