

Case Study

From On-Premise to Optimal

How Cloud Migration of 200 TB Data Enabled a Fortune 100 Multinational Beverage Corporation to Slash Storage Costs and Successfully Exit Data Centers



For a Fortune 100 multinational beverage co-operation, the need to reduce storage costs led to the decision to migrate 200 TB of data to the cloud. With unstructured data growth and sprawl causing storage inefficiencies and escalating maintenance costs, the co-operation faced significant challenges in gaining valuable data insight and thus making optimization decisions. Data Dynamics, in collaboration with their esteemed partner - a multinational IT infrastructure services provider, stepped in to implement their innovative unified data management software, offering a comprehensive solution to optimize data storage and mitigate risks, while enabling a seamless cloud migration.



Business Need

Driving Data Insight and Storage Cost Improvements

- **Data Insight:** Understanding the metadata within the file share environment to gain valuable insights into their data.
- **Storage Cost Improvements:** Driving down storage costs by consolidating data centers and optimizing data storage.
- **Cloud Migration:** Migrating data from multiple on-premise data centers to the cloud for enhanced efficiency.



Challenges Faced

Overcoming Data Sprawl and Legacy Infrastructure Risks

- **Unstructured Data Growth and Sprawl:** Data sprawled across various data centers in Europe, leading to inefficiencies and increased costs.
- **Dark Data:** A significant portion of data older than 8 years, no longer in use, adding unnecessary storage burden.
- **Escalating Storage Costs:** Lack of data storage optimization resulting in rising storage expenses.
- **High Maintenance Costs:** The outdated data systems demanded substantial maintenance expenditure.
- **Risks in Migration:** Concerns regarding the seamless transition from legacy infrastructure to the new cloud platform.
- **Lack of Centralized Data Management:** Difficulty leveraging data due to inefficient data sharing, access, and interoperability.



Solution Offered

Award-Winning Unified Data Management Software Implementation for Efficient Data Migration

Data Dynamics, in partnership with the partner, offered an effective solution with their unified data management software, which delivered the following capabilities:



Mobility

Utilizing automated policy-driven capabilities, the client was able to seamlessly migrate data across different storage vendors and tiers.



Cloud Migration

Transferring 160 TB of data from EMC VNX Storage to IBM cloud, successfully exiting three on-premise data centers.



Meta-data Analysis

Leveraging AI/ML for data classification and intelligent identification of cold and hot data, enabling efficient storage optimization.



Business Impact

Streamlining Cloud Migration and Data Optimization

- **Identified Dark Data:** The meta-data analysis of 200 TB of data revealed 40 TB of dark data that was no longer relevant. Deletion of this data resulted in a direct storage cost saving of up to 20%.
- **On-Premise Data Center Exits:** Successfully exiting multiple on-premise data centers located across Europe led to reduced storage costs.
- **Efficient Cloud Migration:** With a seamless "big bang" migration of 160 TB of data to the IBM cloud, the co-operation achieved cost savings, reduced complexity, and minimized migration time.



Conclusion

Data Dynamics, in collaboration with the multinational IT infrastructure services provider, empowered the Fortune 100 multinational beverage co-operation to achieve their data optimization and cloud migration objectives. By effectively analyzing data, identifying dark data, and executing a smooth migration process, the co-operation experienced significant cost savings and improved data management efficiency. With their data now centralized in the cloud, the co-operation is poised for enhanced operational resilience and future growth in the dynamic digital landscape.

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