



# Swan Solutions' 6-Phase 'Migration to Azure' Program To Transform Business

## Introduction

Smollan India Pvt Ltd., is an expert in delivering growth to its customers through brand strategies, Smollan prides itself on partnering with their customers to boost growth by expanding distribution and driving sales and putting together exceptional shopper experiences. Simply said, Smollan is the crucial seam where the retailer, brand owner and the shopper meet.

## Problem

Smollan approached Swan Solutions when unforeseen circumstances began to affect their ability to perform the best for their customers. They were struggling with a few things:

1. Global access required for use of resources by internal users as well as customers
2. System compute limitation of India Infra during peak business hours
3. A traditional DR & backup process
4. Legacy OS & Database

## Solution

To overcome these challenges, Swan designed and delivered Azure Platform As a Service (**PAAS**) . We upgraded SQL server database to **SQL 2017** and restructured SQL DB as per the customer's requirement. We also made changes in the DNS to increase reliability. Our solution resulted in, an azure consumption of **USD 300K**, which will be increase **200%** in next **9 months**.

The solution was deployed in a series of **six phases** :

**01 Cloud Assessment**  
Assess cost, architecture and security

**02 Proof of Concept**  
Built a pilot to demonstrate Azure and win management buy-in

**03 Data Migration**  
Leverage different storage options to migrate

**04 Application Migration**  
Execute hybrid migration strategy including forklift option

**05 Leverage Cloud**  
Ensure auto-scaling and enable automation, elasticity and high availability

**06 Optimization**  
Monitor efficiency, utilization through performance re-engineering

The benefits of each phase is immediately apparent, as illustrated comprehensively in the following table:

**PHASE****BENEFITS****Cloud Assessment**

- ▶ Financial Assessment (TCO calculation)
  - ▶ Security and Compliance Assessment
  - ▶ Technical Assessment (Classify application types)
  - ▶ Identify the tools that can be reused and the tools that need to be built
  - ▶ Migrate licensed products
  - ▶ Create a plan and measure success
- ▶ Business case for migration (Lower TCO, faster time to market, higher flexibility & agility, scalability + elasticity)
  - ▶ Identify gaps between customer current traditional legacy architecture and next-generation cloud architecture

**Proof of Concept**

- ▶ Get customer's feet wet with AZURE
  - ▶ Build a pilot and validate the technology
  - ▶ Test existing software in the cloud
- ▶ Build confidence with various AZURE services
  - ▶ Mitigate risk by validating critical pieces of customer's proposed architecture

**Moving Customer Data**

- ▶ Understand different storage options in the AZURE cloud
  - ▶ Migrate file servers to AZURE FILESTORAGE
  - ▶ Migrate commercial RDBMS to Azure SQL (DAAS)
- ▶ Redundancy, Durable Storage, Elastic Scalable Storage
  - ▶ Automated Management Backup

**Moving your Apps**

- ▶ Forklift migration strategy
  - ▶ Hybrid migration strategy
  - ▶ Build "cloud-aware" layers of code as needed
  - ▶ Create VM Template for each component
- ▶ Future-proof scaled-out service-oriented elastic architecture
  - ▶ Transform & Implement BI in Azure

## PHASE

## BENEFITS

## Leveraging the Cloud

- ▶ Leverage other AZURE services
  - ▶ Automate elasticity and Microsoft SDL
  - ▶ Harden security
  - ▶ Create dashboard to manage AZURE resources
  - ▶ Leverage multiple availability region
- ▶ Reduction in CapEx in IT
  - ▶ Flexibility and Agility
  - ▶ Automation and improved productivity
  - ▶ Higher Availability (HA)
  - ▶ DR with ASR
  - ▶ Backup on AZURE Cloud

## Optimization

- ▶ Optimize usage based on demand
  - ▶ Improve efficiency
  - ▶ Implement AZURE Monitor and Insights
  - ▶ Re-engineer customer application
  - ▶ Decompose your relational databases
- ▶ Better visibility through AZURE Monitor and Insights
  - ▶ Increased utilization and transformation impact in Opex



We attribute the success of Smollan's Data Centre Transformation to the joint expertise and effort of our Internal team and Swan's cloud team.

We trusted Microsoft Azure as it offered the most reliable technology and value for money.

**- SMOLLAN**

# No Fear with Azure

By carrying out our meticulous phases of migration and leveraging the customer to Azure, we enabled Smollan to acknowledge and get rid of a skill gap. Instead, Smollan was able to deploy modern, more efficient apps, to serve their customers better. The Microsoft technologies we used to achieve this were:

- ▶ SQL 2017 on Azure IAAS and Webapps & Websites on Azure PAAS
- ▶ Azure Site Recovery for DR and Azure Backup on Cloud for VM & SQL Backup
- ▶ Change Management in Application
- ▶ Global Accessibility of Resources
- ▶ SQL Database Performance

With Microsoft Azure, Smollan saw the value and return on investment for data recovery and for business in the long term. The organisation now carries out its operations without stumbling, or any fear of data loss. Our team guided the customer through the entire migration process, making it a smooth, uncomplicated transition.

What's great about the solution architecture is that it can apply to more circumstances than one. Smollan India is involved in data analytics and we were able to transition them into using Azure Webapps with BI integration to achieve better data analytics. The solution can be applied to any survey and data analytical company where the concurrent session to multiple interlinked applications is expected to be exponential. With this solution, multiple concurrent users can use the application from personal devices (mobile, laptop and tablet), hassle-free. Since PAAS service is so flexible, no congestion is expected when accessing the applications. Azure Security provides a secure and compliant infrastructure, and ASR provides low RTO/RPO as per the customer's requirement. So it is all about carrying on the business better, with this Swan Solutions and Microsoft Azure partnership.