

Case Study

From Legacy to Leader: How a Publishing House Giant Used AWS to Achieve Cloud Nirvana



The Client

Established in 1961, this international marketing powerhouse provided a comprehensive suite of solutions, encompassing managed print, customer communications, and cutting-edge marketing services.

The Challenge: A Marketing Mammoth Struggling with IT

Company's legacy IT infrastructure, built on a foundation of multiple, geographically dispersed data centers, was becoming a hindrance to their continued success. The company faced a multitude of challenges:

- **Skyrocketing Operational Costs:** Maintaining these data centers was a financial burden, consuming a significant portion of their IT budget.
- **Performance Lag:** Users across the globe grappled with latency issues due to the physical distance between their locations and the data centers.
- **Scalability Limitations:** The existing infrastructure lacked the flexibility to adapt to fluctuating marketing campaign demands, hindering agility.
- **Underutilised Resources:** A hidden cost lurked within their data centers – a substantial number of unidentified and unused servers and storage units were draining resources.
- **Modernisation Malaise:** The company yearned to modernise their applications and infrastructure to unlock enhanced performance and greater operational agility.

The Solution: A Cloud-Based Transformation with AWS

To address these challenges and propel themselves into the future, the company embarked on a transformative journey to the Cloud with AWS (Amazon Web Services) as their trusted guide. This migration involved a strategic combination of powerful AWS tools and services:

- **Migration Readiness Assessment (MRA):** This service functioned as a digital stethoscope, meticulously evaluating the company's existing infrastructure to identify any potential roadblocks during the migration process
- **AWS Migration Planning and Assessment (MPA):** The MPA service acted as a financial compass, creating a comprehensive business case report that meticulously mapped out cost optimisation strategies for leveraging the cost-effective nature of AWS
- **AWS CloudFormation Templates (CFT):** These templates served as digital blueprints, automating the provisioning and configuration of the company's infrastructure within the AWS Cloud, ensuring a smooth and efficient migration process
- **AWS Migration Hub (MGN):** The MGN functioned as a central command center, facilitating the seamless migration of servers from their on-premises data centers to the AWS Cloud environment
- **AWS Database Migration Service (DMS):** Ensuring the integrity of their data was paramount. The DMS ensured a smooth and secure migration of their databases to the AWS Cloud, safeguarding their valuable customer information

The Impact: A Marketing Marvel Realised

By migrating to AWS, the company witnessed a remarkable transformation across its IT landscape:

- **Reduced Operational Costs:** The financial burden of maintaining on-premises data centers vanished, leading to significant cost savings
- **Enhanced Performance:** Users across the globe rejoiced as application performance soared and latency issues became a thing of the past
- **Increased Scalability:** Gone were the days of limited scalability. The company now possesses the agility to effortlessly scale their resources up or down based on the ever-changing demands of their marketing campaigns
- **Improved Resource Utilisation:** With the help of AWS, the company identified and eliminated unused resources, leading to substantial cost savings
- **Modernised Infrastructure:** The migration unlocked a treasure trove of cutting-edge Cloud technologies, empowering the company with the agility and flexibility needed to thrive in the ever-evolving marketing landscape

Which Technologies?

- Migration Readiness Assessment (MRA)
- AWS Migration Planning and Assessment (MPA)
- AWS CloudFormation Templates (CFT)
- AWS Migration Hub (MGN)
- AWS Database Migration Service (DMS)

Conclusion

The client's workload migration project showcased the effective collaboration between client, MTSL, and VOHKUS in executing a complex migration using AWS MGN. The project's success demonstrated the team's expertise in migration planning, execution, and adherence to best practices, enabling client to embrace the benefits of Cloud computing while ensuring business continuity and regulatory compliance.

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