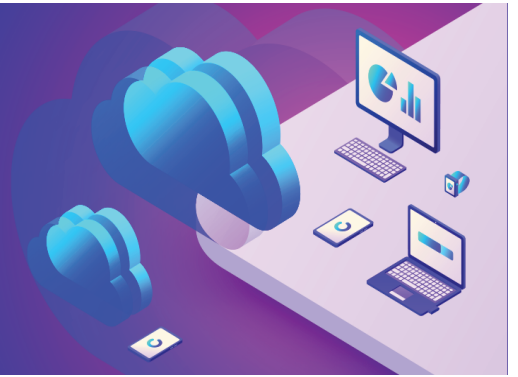


**CriticalRiver helped a large Australia-based Hi-Tech Company Reduce Operational Cost by 45%, Enriched Customers' Digital Experience with Cloud Transformation Solution**


**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

**The Solution**

**CriticalRiver's Cloud Transformation team meticulously worked on migrating from on-premise to Microsoft Azure Cloud:**

- 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

**Technology Components**

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